

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

81st YEAR

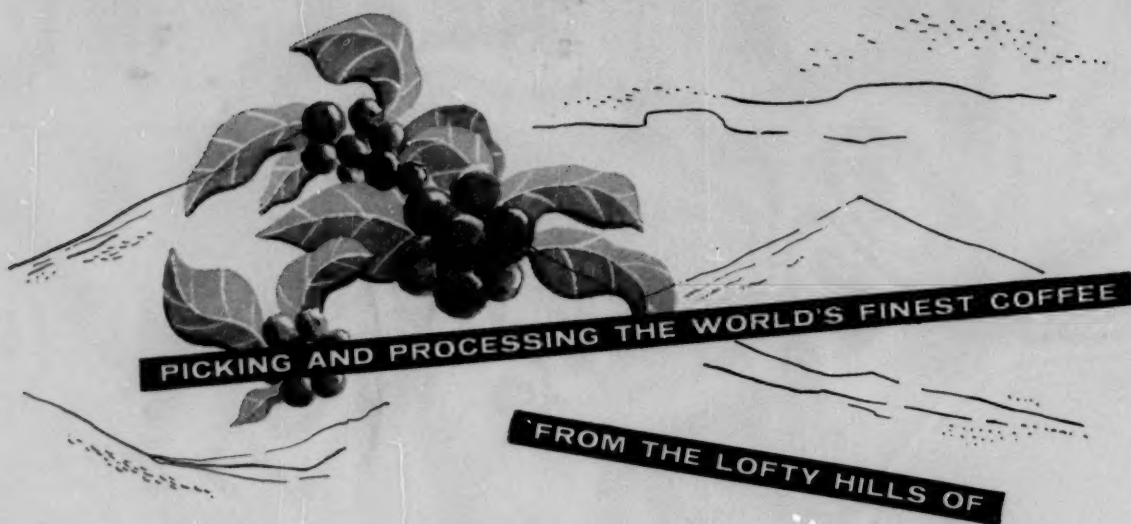
JANUARY, 1958

C. E. BICKFORD & CO.
COFFEE BROKERS
AND AGENTS

Since 1886

NEW YORK
120 Wall Street

NEW ORLEANS
427 Gravier St.



FROM THE LOFTY HILLS OF

COLOMBIA

FOR THE COFFEE PLEASURE OF AMERICA



**NATIONAL FEDERATION OF
COFFEE GROWERS OF COLOMBIA**
120 Wall Street • New York 5, N. Y.
Member of Pan American Coffee Bureau



**A Coffee
Buyer's Guarantee
for
Unequalled Dependability
and Service**

NEW YORK
91 Wall Street

NEW ORLEANS
336 Magazine Street

SAN FRANCISCO
242 California Street

CHICAGO
404 No. Wells Street

Representatives in:

SANTOS, RIO de JANEIRO, PARANAGUA

*and principal coffee producing
countries throughout the world.*

JARON
& COMPANY, Inc.
**COFFEE
IMPORTERS**

NEW modern coffee plant equipment with an OLD name

... your source of the complete line of coffee plant equipment

Today, an old name to the coffee industry—B. F. Gump Co.—is your source of the most complete line of modern coffee plant equipment.

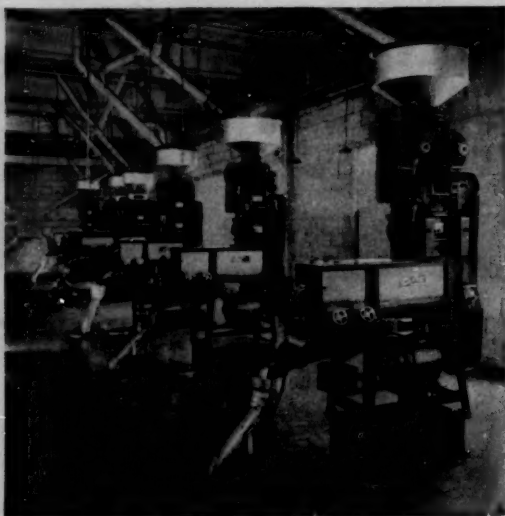
In the last few years, Gump has produced all this new equipment: Ray-Nox Roasters . . . Ideal Exhaust Purifiers . . . Ideal Coolers . . . Stoners . . . Bar-Nun Can Line Equipment . . . and accessory coffee handling units.

The "preferred" rating earned in the coffee industry by Gump Coffee Granulizers, Ideal Green Coffee Cleaners, and Bar-Nun Packaging Equipment, is maintained by these new Gump units. All Gump Equipment is quality-built, to produce *better coffee, more economically.*

Gump Engineering Service has expanded, too, to help you on every production requirement . . . from the selection of one piece of equipment . . . to modernizing a single department . . . to the design and engineering of a complete new plant. Consult the B. F. Gump Co. on every expansion or modernization program.



Though still relatively new to the industry, Gump Ray-Nox Roasters have made their name for producing superior roasts at lower cost. Producers of premium coffees say the Ray-Nox enhances the choice characteristics of their coffees; distributors of economy blends say their coffees are up-graded. View above shows one of the Ray-Nox Roaster installations on the east coast.



Gump Coffee Granulizers set the standards in coffee grinds and coffee grinding equipment; have long been the preferred grinding equipment throughout the trade. Today as in the past, you get most when you invest in Gump Coffee Granulizers. Grinds are cool, clean-cut and consistently uniform through a nearly infinite range of sizes. Operation is efficient and trouble-free, and durability is built in. View shows an installation for a national distributor who has used Gump Coffee Granulizers exclusively for years.

MEMBER OF
NCA



...GUMP



Bar-Nun Equipment is famous for unequaled accuracy, and speedy, efficient operation. Recent introduction of Bar-Nun Can Line Equipment completes the Gump line of packaging equipment, which includes Bar-Nun Net Weighers for semi-automatic operation, and Bar-Nun Automatic Bag Feeders, Openers and Weighers. *Top, above:* No. 25 Bar-Nun Weigher. *Above:* One operator tends a double installation of Bar-Nun Automatic Bag Feeders and Weighers.

B. F. GUMP Co.

Engineers and Manufacturers Since 1872

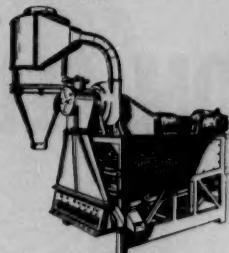
1312 SO. CICERO AVE.

CHICAGO 30, ILLINOIS

JANUARY, 1958

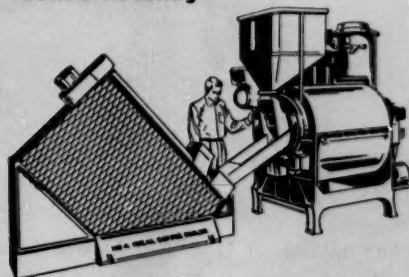
Write for details on Gump-Built coffee cleaning, blending, roasting, cooling, grinding and packaging equipment—and auxiliary units in the complete Gump line. No obligation, of course.

Coffee Cleaning



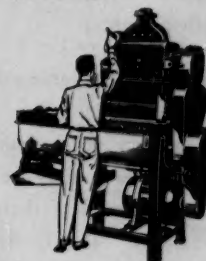
Rated best by the trade, Ideal Coffee Cleaners send completely cleaned coffee to the roaster.

Coffee Roasting



Gump Ray-Nox Roasters enhance cup and keeping qualities; reduce roasting costs.

Coffee Grinding



Preferred trade-wide, Gump Coffee Granulizers produce clean-cut, consistently uniform grinds.

Coffee Packaging



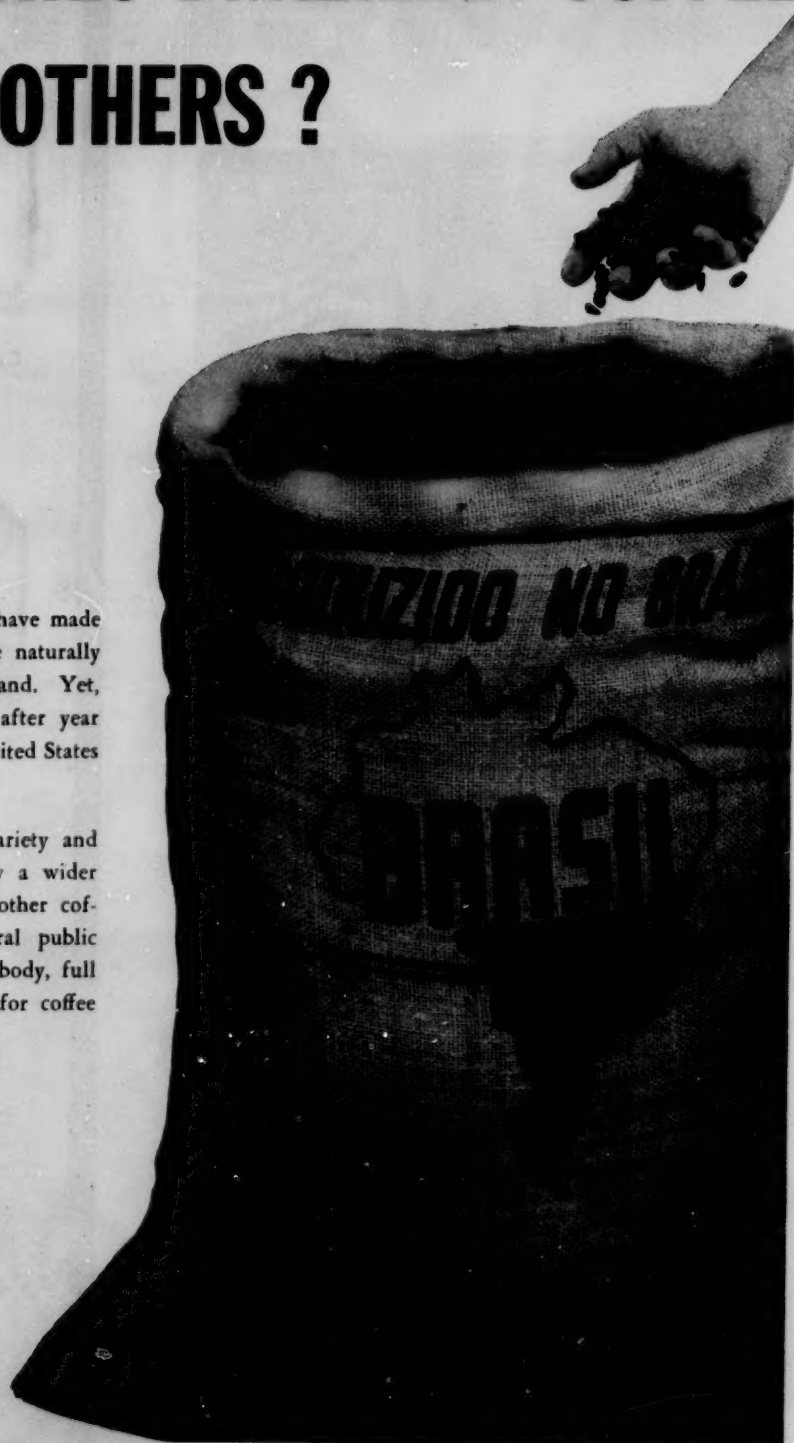
Bar-Nun line includes semi-automatic weighers, automatic bag and can line equipment.

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

**BRAZILS
ARE
PREFERRED**

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.





BRAZILS ARE PREFERRED

THE BRAZILIAN COFFEE INSTITUTE
JANUARY, 1958

120 WALL STREET, NEW YORK 5, N. Y.

TEMPO-VANE MANUFACTURING COMPANY

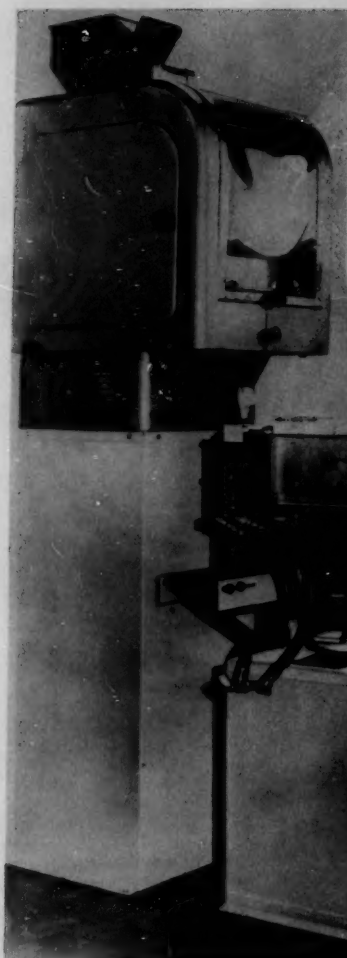
EVERYTHING FOR THE COFFEE INDUSTRY

TEMPO-VANE BAG TUCKERS AND SEALERS

330 First Street • Phone SUTter 1-1076

SAN FRANCISCO 5, CALIFORNIA

TEMPO-VANE AUTOMATIC BAGGING LINE



← SCALE
•••••
Automatic
bag tucker
with vibrator
conveyor
↓

Automatic
heat sealer
and gluer
↓



TEMPO-VANE

Automatic Coffee
Roasting Instrument
Adaptable to all coffee
roasting machines

**This automatic bag opener and feeder
can be used on your present scale and bag line**

EXCHANGE HEADS FOR GUMP MILLS • ROLL GRINDING AND CORRUGATING • TEMPO-VANE SUPER SPEED COFFEE ROASTERS
AUTOMATIC ROASTING INSTRUMENTS • INSTALLATIONS AND EQUIPMENT

COMPLETE ROLL GRINDING AND CORRUGATING • FEED, FLOUR, PAINT AND LITHO • MACHINE SHOP • SHEET METAL SHOP
COFFEE & TEA INDUSTRIES and The Flavor Field

Fact: More and more coffee is
being consumed away from home!



Want a bigger share
of this growing market?

"Away-from-home" consumption of coffee is at an all-time high, and is continuing to grow! One of the greatest sales advantages you can offer is the assurance that your fine blends will be received at their very *freshest—vacuum-packed*, of course, in convenient, economical metal containers!

Canco is ready to give you "all-out" service—containers for every purpose, line engineering, closing and vacuumizing equipment, prompt and dependable supply and many other Canco "extras."

Get your sales off to the *best* start by calling the man from Canco today!



American Can Company

What Ruffner Service Means To You

COUNTRYWIDE COVERAGE

Offices in the major distributing centers of the United States.

62 YEARS EXPERIENCE

A background of 62 years experience as coffee brokers and agents in meeting the needs of green coffee buyers.

DEPENDABLE SHIPPERS

Over the years, we have enjoyed the representation of the most reliable shippers.

CONSCIENTIOUS SERVICE

Our coast-to-coast organization offers coffee roasters a complete and conscientious service.

Ruffner, McDowell & Burch, Inc.

Coffee Brokers and Agents

Established 1896

NEW YORK: 98 Front Street

SAN FRANCISCO: 214 Front Street

CHICAGO: 408 W. Grand Ave.

NEW ORLEANS: 419 Gravier St.



All **4**
get more with
SILEX



Better Coffee brewed fresh AUTOMATICALLY
in the famous SILEX tradition!

- 1** **EMPLOYEES** are pleased that management thinks enough of their importance to *offer them the best*—a cup of really good coffee from the only machine that brews it as well or better than they can at home! And this delicious coffee is served with *fresh cream*.
- 2** **MANAGEMENT** benefits from good will and higher efficiency because of better coffee service—to say nothing of the pleasure of drinking Silex coffee themselves!
- 3** **CATERERS** can now offer the Silex *fresh brew* coffee service to help them maintain the highest standards in company cafeterias and dining rooms!
- 4** **OPERATORS** get a service-free machine that requires minimum attention; that exceeds all health requirements—and vends more cups per day!

Brewed fresh in small quantities to meet demand, Silex coffee is always rich, full-bodied and fragrant. Silex Sentinel Control cleans after every brew, programs fresh coffee, maintains reserve water supply and disposes of waste automatically. In addition, the Silex Coffee Kitchen also vends delicious hot chocolate, with or without *fresh cream*. Write today on your letterhead for full details!

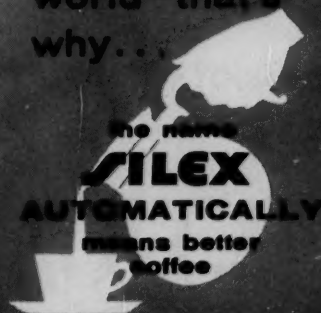
THE SILEX COMPANY

Industrial Division

Third & Dauphin Streets, Philadelphia 33, Pa.

JANUARY, 1958

SILEX
knows more
about making
good coffee
than anyone
else in the
world—that's
why...



Complete facilities
for the handling
of all transactions
incidental to the
importation of tea,
coffee and other
commodities

Manufacturers Trust Company

International Banking Department: 55 Broad Street, New York City

Representative Offices: London, Tokyo, Rome, Frankfurt a. M.

Member Federal Deposit Insurance Corporation

NOW MORE THAN EVER IS THE TIME TO SAVE

WITH
PORTUGUESE
WEST
AFRICANS

ANGOLA
CABO VERDE •
S. TOMÉ • TIMOR



THEY ARE SWEET AND THEY WILL BRING DOWN THE COST OF YOUR BLENDS

JUNTA^{DE} EXPORTAÇÃO^{DO} CAFÉ

HEAD OFFICE: RUA AUGUSTA - 27 - LISBON - PORTUGAL

JANUARY, 1958

11

IMPORTERS OF COCOA, COFFEE AND OTHER COMMODITIES!

A French Bank in the U. S., **SOCIETE GENERALE**

NEW YORK AGENCY

60 Wall Street

New York, N. Y.

is at your service.

HEAD OFFICE

29, Boulevard Haussmann

Paris, France

(established 1864)

1400 branches throughout Metropolitan France, North Africa

AND

DAKAR and CONAKRY
DOUALA and YAOUNDE
ABIDJAN and DIMBOKRO
BRAZZAVILLE, BANGUI }
and POINTE NOIRE }

FRENCH WEST AFRICA
CAMEROONS
IVORY COAST
{ FRENCH EQUATORIAL
AFRICA }

ALSO

in LONDON and BUENOS AIRES

Subsidiaries and Affiliates

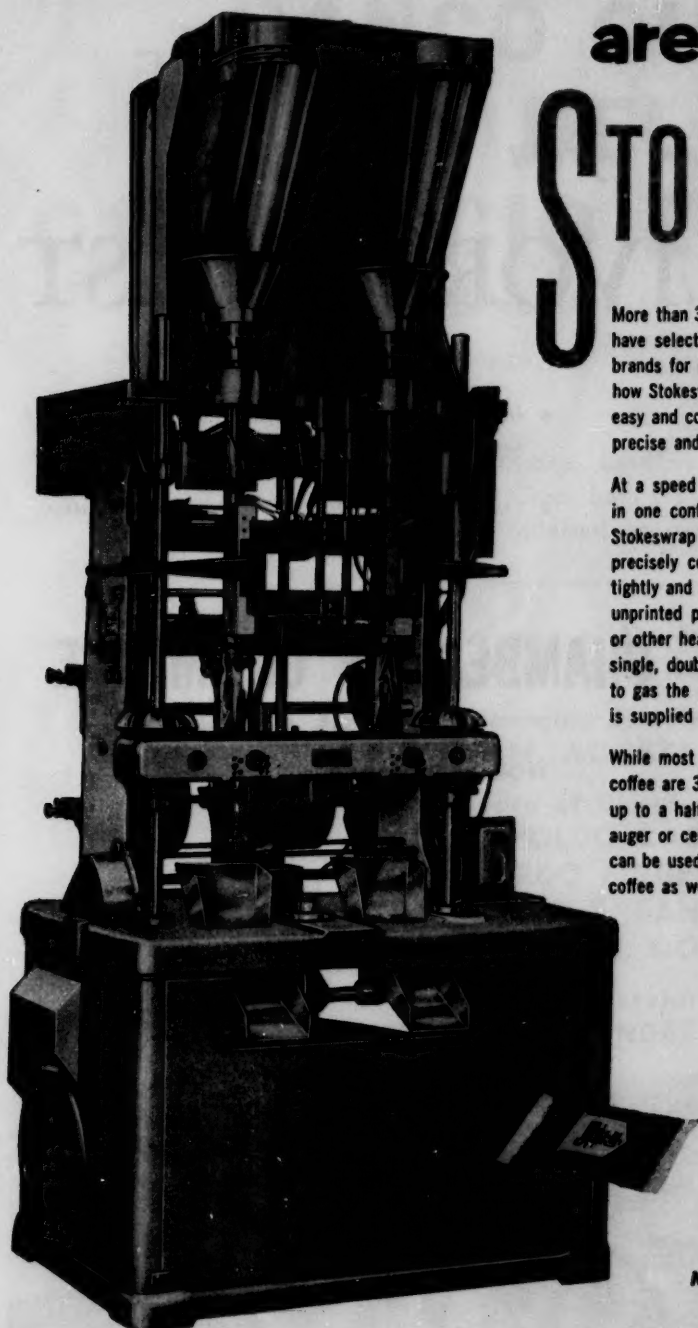
in BELGIUM, CUBA, GERMANY, LUXEMBOURG, SPAIN and SWITZERLAND

Correspondents in all parts of the world

☆ ☆ ☆

America's Finest Coffees are packaged by

STOKESWRAP



More than 35 of America's leading coffee producers have selected Stokeswrap to package their brands for restaurant use. They have discovered how Stokeswrap not only makes a package easy and convenient to use, but also assures precise and accurate fill.

At a speed of 3000 or more units per hour in one continuous automatic operation, Stokeswrap forms and fills the package with a precisely controlled amount of coffee, then tightly and securely seals it. Printed or unprinted pouch paper, cellophane, pliofilm or other heat sealing material may be used... single, double or laminated. Special equipment to gas the package with carbon dioxide is supplied if desired.

While most restaurant packages for glassmaker coffee are 3-ounce size, Stokeswrap will package up to a half-pound as required with either auger or centrifugal feed. The same machine can be used for making packages for instant coffee as well as for glass coffee makers.



Partial list of coffee brands packaged by Stokeswrap

Duncan	La Touraine	Superior
Maxwell House	Ehlers	Gold Prize
Continental	Star	King
Boscul	Old Dutch	Aborns
Martinson	Wilkins	White Tower
Chase & Sanborn	Edmands	Reilly's

Write for your copy of the new
8-page Stokeswrap catalog
P-801 with complete
application and
specification
details.



STOKES & SMITH CO.

4920-J SUMMERDALE AVENUE, PHILADELPHIA 24, PA.

Pacific Coast: SIMPLEX PACKAGING MACHINERY, INC., 534-23rd AVE., OAKLAND 6, CALIF.



SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION



ROBUSTA

COFFEE

from

IVORY COAST

- Increasingly popular because of uniform blending quality.
- Quality assured through modern preparation.

CHAMBER OF COMMERCE

P.O. BOX 1399, ABIDJAN

IVORY COAST, FRENCH W. AFRICA

United States Representative

French Overseas Territories Division

Commercial Counselor to the French Embassy

610 Fifth Avenue, N. Y. 20, N. Y.

CI 5-7974

Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

BANCO CUBANO DEL COMERCIO EXTERIOR

Established in 1954

Cuba No. 405, esquina a Amargura
Havana, Cuba

Cable address: CUBANCOMEX
Telephone: W-5696

A dependable Institution handling a large share of
Cuba's Mild Coffee Crop, both Natural and Washed, of
the best gradings, obtained at own Processing Plants.

Chairman of the Board:

DR. JOAQUIN MARTINEZ SAENZ

Managing Director:

FRANCISCO M. ACOSTA RENDUELES

Board of Directors:

LEOPOLDO CASAS

BERNARDO FIGUEREDO

DR. EMETERIO S. SANTOVENIA

VICTOR J. COX

General Secretary:

DR. ARTURO FERNANDEZ GONZALEZ

Capital authorized	\$6,500,000.00
Capital paid-up	\$3,500,000.00
Reserves and Undivided Profits	\$1,628,287.18

CORRESPONDENTS:

**New York: Bank of America (International)
The Hanover Bank**

**SAN FRANCISCO: Bank of America
National Trust and Savings Association**

PARIS - NEW YORK: SOCIETE GENERAL



LEON ISRAEL & BROS., INC.

**COFFEE
IMPORTERS**

**NEW YORK
101 FRONT STREET**

**SAN FRANCISCO
160 CALIFORNIA STREET**

**NEW ORLEANS
300 MAGAZINE STREET**

MEMBER OF



AGENTS FOR

LEON ISRAEL AGRICOLA E EXPORTADORA S/A (BRAZIL)

Coffee Planters & Exporters

SANTOS

RIO DE JANEIRO

PARANAGUA

ANGRA DOS REIS

ISRAEL (LONDON) LTD.

General Agents for Europe

110 Cannon Street, London, E. C. 4, England



man-on-the-spot

You can be in more than one place at the same time — by dealing through Bank of America's world-wide International Department.

With overseas branches, traveling representatives, and correspondents in every important center of world trade, Bank of America can offer you *on-the-spot* service wherever you do business.

If expert *local* opinion and information would make a difference in your foreign trade operation, why not put our Bank of America *men-on-the-spot* to work for you?

*in Latin
America*

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

San Francisco 20 • Los Angeles 54
Bank of America (International)—New York City 5



OVERSEAS BRANCHES: London • Manila • Tokyo • Yokohama • Kobe • Osaka • Bangkok • Guam REPRESENTATIVE OFFICES: New York • Mexico City • Milan • Duesseldorf • Zurich
Paris • New Delhi • Havana • Rio de Janeiro • Beirut BANK OF AMERICA—International: (a wholly owned subsidiary) New York • Duesseldorf • Singapore • Paris • Beirut • Guatemala City

NOW AVAILABLE . . . for the first time

AN IMPROVED INSTANT TEA PACKED UNDER YOUR BRAND

Here's the first soluble tea to capture real tea flavor . . . the delicate bouquet of fresh tea . . . plus the quick solubility in hot or cold water. Yes, instantly dissolves in cold water . . . perfect for iced tea! So much better for hot tea . . . prepared without steeping time; no messy leaves or drippy bags. Costs less than a penny per serving.

HERE'S YOUR CUP OF TEA FOR *EXTRA* YEAR-ROUND SALES AND SUMMERTIME ICED TEA PROFITS

Packed under your label or one of our control labels, you can increase your share of iced tea business . . . in the home and on-premise. Your low cost permits your customers to feature low shelf prices at higher gross margins. In addition, we support you with promotional planning and merchandising material, to speed up stock-turn and your share of market.

Wire or telephone for samples and prices — TODAY



COFFEE INSTANTS, INC.

133-23 35th AVENUE, FLUSHING 54, N. Y.

**America's Leading Processor and Merchandiser
of Instant Coffee and Instant Tea
for Private Brand Distribution.**

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

81st Year

Jan., 1958

Vol. 81, No. 1

NCA's 47th Convention

(This is a partial list only. A full table of coffee convention articles is on Page 31)

McKiernan: "Spotlight on marketing"	32	Brand: "Instants vs. fresh in restaurants"	83
Folger: "NCA highlights of year"	41	Nejelski: "They like coffee salesmen"	85
Convention program	43	Kaplan: "Coffee by the gallon"	87
Wood: "Where are we?"	44	Hellberg: "Premium merchandising"	91
"Where are we headed?"	46	Soluble's flavor and aroma barrier ..	97
Laughery: "Brewing is your business"	48	Aborn: "Should I eat my words?"	99
Van Horn: "Needed: an ounce of invention"	50	Quality in instant coffee	100
Byers: "The voice of coffee"	53	Robinson: "Coffee plant automation"	110
Coburn: "Keep our public relations good"	55		
Lockhart: "Coffee needs research"	57	Other Articles	
Hall: "Today's changing coffee world"	59	"We took time . . . and sold"	21
Johnson: "Supply, demand, agreements"	61	How IGA boosted tea volume with a contest for consumers	23
Ransohoff: "Offense or defense?"	63	The challenge of African tea	23
Bransten: "Coffee's major disease"	65	Basic problems in world production are examined	24
Neuman: "Where did the customers go?"	67	The keeping qualities of tea	24
Forbes: "Focus on the discounts"	69	Scientific facts to help you understand the product better	25
Eisenmenger: "Return of the nine beans"	75	1958 "Take Tea and See" Week	25
Durland: "A new sales tool"	77	Development of Cochín tea market ..	28
Sasseen: "Institutional coffee"	79	The cinnamon of Ceylon	191
Vilas: "Coffee for the government" ..	81	Comprehensive review of production, trade	193
		Vanilla in the Comoros	193
		Another stimulating report by Dr. Ernest Guenther	27
		Tea movements	29
		Editorials	169
		Ship sailings	177
		Mark my word—By Mark Hall	195-199
		News from key cities	

Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

Representatives: New Orleans — W. McKennon, 731 Dumaine St.; California — Mark M. Hall, 1215 Shattuck Ave., Berkeley, Calif.; Chicago — Harry T. Lane, 141 W. Jackson St.; Mexico City — Douglas Grahame, Apartado 269; Rio de Janeiro — A. Sampaio Filho, Rua Quitando 191; Santos — Tullio Catunda, Praça Maua, 29-s/217.

Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign. Published monthly. Copyright 1958 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., WHitehall 4-8733.

81st Year

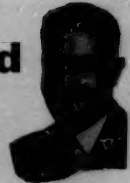


T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

JANUARY, 1958

your
Ideas
influenced
these
new
urns

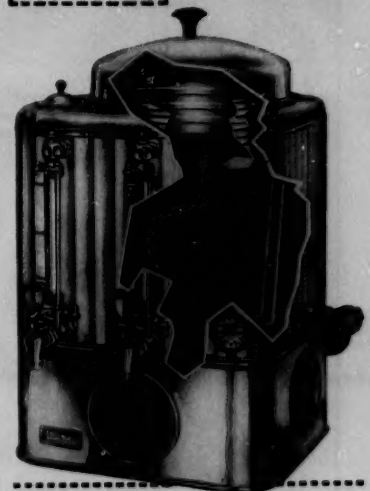


Murray Kaplan
Vice President
Cecilware-Commodore

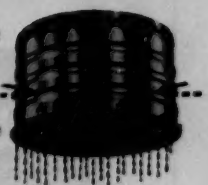
"You professionals who must brew coffee by the gallon all day long outlined the features a really modern coffee urn needs to boost profits on your coffee sales—"

THAT'S HOW WE CAME UP WITH THE DRAMATIC NEW

CECILWARE Series '61 COFFEE URNS



featuring
the remarkable
GRIDDED RISER



The quick-acting coffee basket that utilizes a standard coffee bag.

Years ahead in advanced design and construction, the crisply modern lines and simplified mechanism of these urns will be as young in 1961 as the day you make your purchase. Ask your equipment dealer today about Series '61 — and write us for our new catalog No. 22.


THIS AD IS PART OF OUR AGGRESSIVE CAMPAIGN INCLUDING FULL PAGES IN COLOR DIRECTED TO YOUR CUSTOMERS.

Coffee
by the
gallon



CECILWARE

Cecilware-Commodore, 199 Lafayette St., N. Y. 12



*Importers
to the Tea Trade
since 1846*

— • —

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

CONTEST ENTRY BLANK

WIN A FABULOUS ALL EXPENSE TRIP TO NEW YORK CITY!

SPEND A WONDERFUL WEEK-END AT THE WALDORF

Four winning entries East of Denver, Colorado will spend a weekend at the Waldorf in New York City.
 ONE winning entry West of Denver will go to San Francisco. ★
 Arrangements are set for the weekend of August 30, 1957.
 Winners will be notified by August 23, 1957.

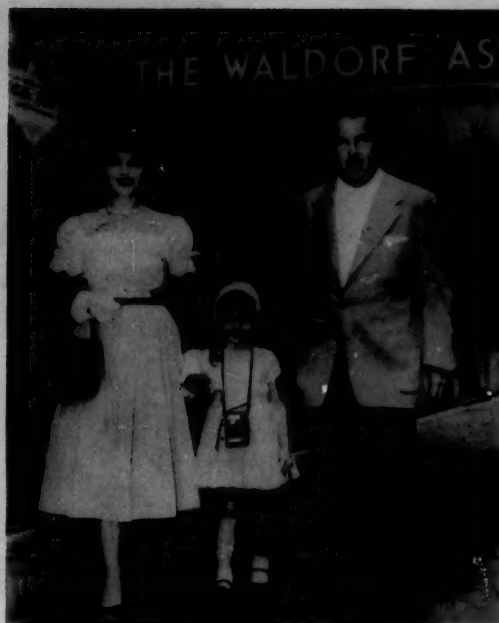
IT'S FUN AND IT'S EASY TO WIN!
 Just complete this statement in 25 words or less...
 I get MORE value in IGA TEA because

CONTEST RULES

Use the official entry blank which can be found inside the packages of IGA 58's, 100's and Orange Pekoe Tea Bags and 100's Orange Pekoe Tea Bags. Print your IGA name and address. Mail entry to IGA, P. O. BOX 100, St. Louis, Mo. 63101.

Entries must be original and originality by independent contest judges. Decision of judges final. In case of ties entry with earliest postmark will be judged the winner.

This contest entry blank was packed in IGA tea cartons.



Mr. and Mrs. William Hayes, of Overton, Missouri, with their five-year old daughter, Bonnie, outside the Waldorf-Astoria, New York City, on prize trip. Their store manager also won a prize.

"We took time...and sold"

**IGA contest focussed retailer and consumer attention
on tea — and boosted its sales volume by nearly 22%**

By **ORVILLE W. JOHLER**, IGA Vice President
in Charge of Merchandising and Advertising

When I was privileged to address the 11th annual national convention of the Tea Association of the U.S.A., Inc., at Portsmouth, N.H., I selected as the title of my talk, "Take Time . . . And Sell," paraphrasing the tea-selling slogan, "Take Tea And See."

Many times, when advertising men address various groups, they make statements and offer suggestions which appear on the surface to have a lot of merit, but in many cases they are not tried, and therefore never proven.

After delivering this talk I went back to our president, Don R. Grimes, and received permission to prove my point through as many of the 5,000 IGA stores throughout the United States as we could line up for a program backing up my idea of "Take Time . . . And Sell."

We built a campaign around a tea contest in which we offered one couple from each of five of our basic selling areas in 43 states a weekend at the Waldorf-Astoria Hotel in New York City, with all expenses paid from the time they left home until they returned.

We placed an entry blank in each popular-sized package of IGA Royal Guest Tea and Tea Bags—58's and 100's in tea bags and the 8-ounce loose tea package. The entry blank for the contest read, in part: "Just complete this statement in 25 words or less: I get more value in IGA Tea Because . . ."

In this contest, 3,228 IGA stores participated; and the sale of tea in these stores was increased 21.9%.

Brochures and selling material on the tea contest, de-

IGA's Johler: Took his own Tea Convention speech, "Take Time . . . and Sell", and proved it works with highly successful contest promotion on tea for consumers and store managers.



signed for IGA supply depots, supervisors and store managers, made three key points:

1. The advantage of building volume for IGA's own brands of tea.
2. The excellent profit for the store on tea as a product.
3. The advantages in setting up a full tea department in the store, where it wasn't already in existence.

This promotional material on the contest went to the IGA supply depots for use by the supervisors, who in turn took it to the store managers to boost the contest.

The store managers had incentives in other ways. The five retailers whose customers were winners were each to be awarded a portable television set. These prizes were made known to the retailers through the contest material distributed to them, and also through the *IGA Grocergram*, the organization's house organ.

The campaign was launched in newspapers, on radio and television, and with handbills, supported at the retail level with strong point-of-purchase reminder material.

Our newspaper ads, in featured spots, carried copy like this: "Win a Free Trip to New York City . . . stay at

the fabulous Waldorf-Astoria Hotel—see contest blank in each package of IGA Royal Guest TEA BAGS."

Some of the other ads which were used featured IGA Royal Guest Tea in prominent display spots at the top of the newspaper page, and handbills read: "Hot Weather 'PICK UP'." In many additional ads, tea was featured in other ways.

One of the posters used in the windows of most of the 3,228 stores that participated in the contest read: "Win an all-expense trip to New York City. See entry blank in each package. IGA Iced Tea Bags—package of 48—49¢. Join in the fun—it's easy to win."

During the contest period, point-of-purchase material in the stores backed iced tea as such, and other material pointed up the contest, specifically.

For example, one large, four-color banner, showing a tempting glass of iced tea with a segment of lemon on the rim, offered the Tea Council slogan, "Why don't we have iced tea more often?," with the added words: "Flavorful IGA."

Another, even larger banner, in bold blue on yellow, was direct to the point: "Win an all-expense trip to New York City . . . see entry blank in each package . . . IGA Iced Tea Bags."

The winners of the IGA Contest, who spent a delightful weekend at the Waldorf-Astoria Hotel in New York City, were:

Mrs. Rodman Ferguson, Salem, Mass.; Mrs. H. C. Davidson, Kalamazoo, Mich.; Mrs. George White, Sullivan, Ill.; Mrs. Helen Hayes, Oveland 14, Mo.; Mrs. G. Lamontain, Omaha, Neb.

Mrs. Lamontain was accompanied by her mother, Mrs. (Continued on page 180)

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

the challenge of African tea

This examination of basic problems in world tea production is from an article in the National Bank of India Review.

Tea producers are accustomed to sharp swings in their fortunes. Most of the tea grown in the major exporting areas is sold by auction, a form of marketing that is highly sensitive to changes in supply and demand. Such changes generally arise on the side of supply rather than in consumption, which tends to be steady and slow to respond to changes in price. The volume of supplies, in contrast, is always liable to be upset. Production of tea, like many other forms of tropical agriculture, is much influenced by weather; and in its worldwide distribution, tea is necessarily exposed to the dislocation of transport facilities.

As consumption responds but slowly to changes in price, the task of adjusting supply to demand falls primarily on the producers. Periods of high prices encourage production, given favorable weather; conversely, periods of low prices discourage production. The response to high prices is naturally quicker than the response to low prices, but in neither case can the balance of supply and demand be quickly restored. Hence the cycle of price fluctuation tends to be lengthy, and periods of low prices to last longer than periods of high prices.

In the past, the main producing countries have acted jointly in trying to keep production in broad balance with consumption. While it has not been possible to prevent overproduction, the excess supply has been eliminated more quickly than it would have been in the absence of joint action, and the burden of restriction has been shared. The mechanism is that of the International Tea Agreement, which embraced producers in India, Ceylon, Pakistan and Indonesia, four leading exporting countries, and covered a period of five years. The signatories undertook, if necessary, to limit the volume of exports to an agreed percentage of their "standard" (or basic) exports.

A youth of the Kipsigis Tribe plucking tea on an estate near Kericho, Kenya, chief tea producing area in East Africa.



Plucking tea on a plantation in Tanganyika.

Limitation of exports required in turn regulation of production.

Since the war, it is true, the powers of regulation have not been used. World requirements were high, and the permissible volume of exports was larger than the four countries could provide. (While production in India and Ceylon, the two largest producing countries, has increased substantially since prewar, output in Indonesia is still only about half the prewar figure.) But the knowledge that the means of regulation lay at hand gave producers confidence.

Since March 31st, 1955, however, producers have lacked the means of joint action. On that date, the Agreement expired and it has not been renewed because its former participants have been unable to agree on the increase in standard exports that each should have. If tea industry should again suffer from overproduction each group of producers would have to decide unilaterally what action they should take, and their response would inevitably be less effective than joint action under the Agreement.

Hence, the surplus of tea would tend to persist, and prices would remain low until a sufficiently large number of gardens had been forced into restriction or to close down. The threat of overproduction is already present. The prospect was recently summarized by the outgoing chairman of the Indian Tea Association (London), H. C. Bannerman, at the annual general meeting in July.

Drawing on the International Tea Committee's statistics, Mr. Bannerman pointed out that during 1951 to 1953 world absorption exceeded supply by about 77,000,000 lbs.; during 1954 and 1955, there was an estimated surplus of about 134,000,000 lbs., leaving a net surplus of some 57,000,000 lbs. In 1956 an additional excess of about 40,000,000 lbs. appeared (had producers in North-East India not agreed to cease plucking in November, he believed that the excess in 1956 would have been at least 60,000,000 lbs.). The total indicated surplus of roughly 100,000,000 lbs., he continued, "may not seem to be very

(Continued on page 181)

the keeping qualities of tea



Tea tasters confirm facts about the keeping qualities of tea indicated by chemical research.

By E. L. KLEEGEL, Technologist
Tea Research Institute of Ceylon

For the tea man with curiosity about his product—who wants to know WHY teas have particular characteristics—this article—Part 4 of a series—can be enormously revealing. It explains some of the chemistry which makes for differences, down to the molecules.

The article, excerpts from "Tea Manufacture in Ceylon," appears here by special arrangement with the Tea Research Institute of Ceylon, St. Combs, Talawakelle. The Institute issued Mr. Keegel's comprehensive and authoritative 163-page monograph, fourth in a series on tea production in that country.

There is some evidence about the factors which affect keeping quality, and this may be related to known facts about the chemistry and biochemistry of tea, making it possible to advance a reasonable explanation.

First of all, let us deal with the evidence. Storage experiments carried out many years ago, all of which were eventually evaluated by tasters, showed that moisture and air were the two things which affected both maturation and deterioration. A high moisture content in the presence of air may, after a few days, or at the most, weeks, allow some slight improvement in stored teas. The slight improvement is followed by rapid deterioration, and if the moisture content is above 6%, deterioration is rapid, especially so at high temperatures. If the teas are well sealed, deterioration is far less rapid.

Dry teas (3-4% moisture) tightly packed in tightly sealed containers, which prevent the ingress of fresh air supplies, will keep almost indefinitely. We have kept teas in sealed glass bottles for over ten years and had good reports on them when opened. It is very difficult to obtain evidence about maturation because of standards for comparison, but dry, well-sealed teas do not show any rapid improvement,

such as that obtained in the presence of considerable amounts of moisture. Teas kept for a long period do, however, acquire a mature character, and any greenness in the infusion slowly disappears. The mature character is a smoothness as opposed to a rawness or rasp. Deterioration brings about a softness in which character disappears and the liquors become dark brown and dull or muddy.

From what we know of the chemistry and biochemistry of fermentation it appears that oxidation continues in the dried tea. We have attempted to measure the oxygen consumed during storage and relate it to change of tasters' opinion, but the technical difficulties are very considerable and the task demanded more time and energy than could be spared from more practical pursuits.

Once the oxygen is used up in a well packed chest of dry tea—probably being replaced by carbon dioxide because we have found considerable quantities of carbon dioxide in dry tea—oxidative changes become very slow, indeed. In hermetically sealed containers or vacuum packs, it is almost completely arrested.

We have heard tea tasters claim that they can detect changes in teas packed in sample tins which have been opened, cupped, closed again for a few weeks, and then opened again. Their observations agree completely with all that is known and suspected. In fact, tea in a domestic "caddy" which is opened several times a day and is kept in contact with more fresh air as the level of the tea goes down, very obviously deteriorates. The effect is very marked with coffee, which loses quality in a few days after roasting and grinding, unless vacuum packed. Even so when the vacuum pack is opened, the coffee goes off very quickly.

The keeping qualities of tea are very good compared to other dehydrated products, for instance, carrots and potatoes,

(Continued on page 178)

Stepped up tea promotion drive set for 1958

"Take Tea and See" Week

An accelerated program of advertising, merchandising and publicity is being launched by the Tea Council of the U.S.A., to herald the industry's annual "Take Tea and See" Week, January 10th-25th.

The 1958 concerted effort in the grocery and restaurant fields should see every major tea packer participating in what promises to be the greatest promotional endeavor for tea yet.

Each year more and more food store managers—recognizing the fast turnover and high profit merits of tea—are getting behind this special sales push. To date, more than 30,000 store managers have indicated their intentions of supporting the drive.

Highlighting the "Take Tea and See" Week campaign is a heavy television schedule aimed at 21,000,000 families. Backing up this consumer advertising are especially designed "Take Tea and See" kits that have been distributed to grocers and restaurateurs by tea packer salesmen and the Tea Council.

To attract consumer attention at the point-of-purchase during the widely-publicized event, the Council has in distribution colorful posters, pennants, and shelf-markers.

The industry's "power-packed" publicity program during the "Week" has been blueprinted to reach every metropolitan city, important tea markets, and suburban and rural communities. Syndicated food columns and di-

rect mail features, as well as mat releases, are scheduled to reach well over 100,000 communities via newspapers alone.

Special promotional kits have been created to stimulate mid-morning and mid-afternoon tea "breaks." They will be sent to almost 1,000 newspaper columnists, financial and business writers, travel editors, food editors, and radio and television broadcasters.

The kit, which consists of an electric water immersion heater, plastic-coated cups, sugar, teabags and paper napkins, was prepared by the Tea Council in cooperation with the Lily Tulip Cup Corp., the Paper Napkin Institute, and the American Sugar Refining Co.

Publicity photos in color, as well as recipes of "Hot Tea With Meals," have been prepared and will be featured during "Take Tea and See" Week in Sunday supplements, as well as daily and weekly newspapers.

More than 75 allied organizations have plans for tie-in publicity promotions with tea during the event.

Following is a partial list of cooperating companies:

Best Foods, Candy Institute, Vermont Maid, American Gan Manufacturers of America, Lamb Institute, Canned Yam Association, American Spice Trade Association, Lily Tulip Cup Corp., Scranton Lace Tablecloths, Oneida Silva, American Baking Institute, Campbell's Soups, Maltex Corp., Cling Peach Association, Prune Association, California Foods Research Institute, Sunkist, Aluminum Corp. of America, Swansdown Cake Mix, Vernon Kilns, Processed Apple Association, Wallace Silver, American Meat Institute, American Dairy Association, Corn Products, and Kraft Foods.

TETLEY TEA
is specially made
for tea bags

Blenders
of the World's
Finest Teas for
Over 100 Years



TETLEY TEA CO., Inc., New York

MEMBER OF THE TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

JOSEPH TETLEY & CO. Ltd. London

**See China's tea productivity poorer
than Japan's but quality better**

China's tea productivity was "very poor" because the tea fields had not yet fully recovered from damage, a leading Japanese tea expert said recently in Hongkong.

Masayoshi Suzuki, general manager of the Shizuokaken Tea Producing Federation, said China's tea productivity was only one-sixth of Japan's because tea processing was done by hand in China and by machine in Japan. He said, however, that the quality of China tea was far superior to Japan's.

In 1956, China produced 2,500,000 piculs of tea and Japan 160,000 piculs.

China might send a group of tea experts to Japan for an exchange of techniques following his visit, Mr. Suzuki added.

Argentine tea in London test

Argentine tea, until recently considered unsuitable for export, has been found acceptable in Great Britain, it was reported recently by the *New York Journal of Commerce*.

If the experiment succeeds financially—and this will depend on how the tea is graded in London—it will mean a new departure for Argentine planters, who are now growing considerably more than home market can consume.

The 1955-56 production was 8,300 tons and domestic consumption was only 2,500 tons. It is estimated that production will increase to 10,000 tons within the next two years.

The shipment to London was not the first export shipment of Argentine tea. A shipment has been sent in an effort to gain access to the Uruguyan market.

Kenya starts own tea factory

More than 300 guests of all races sampled the first African-grown tea to be manufactured commercially in Kenya. A tea party followed the official opening of the £28,000 Ragati tea factory near Karatina, in the Nyeri district. The opening ceremony by E. H. Windley, Minister for African Affairs, marked the culmination of many years of effort by government officers and the Kikuyu farmers to start a peasant tea-growing industry in the Nyeri District.

Mr. Windley said the Agricultural Department is now experimenting with a new form of leaf-transporter. This will keep the leaf fresh and, during the road journey, withering—the first stage in the tea manufacture—will be carried out. This will enable the leaf to be brought from tea plantations within a radius of 40 miles from the factory instead of the 15-mile limit normally set for freshly plucked tea.

By the end of the year the Ragati factory is expected to be producing about £400 worth of tea daily.

Europe lags on CTC teas

Although there has been a sharp swing to C.T.C. manufactured Assam teas in the United Kingdom in recent years, this trend has not been followed on the Continent, according to R. O. Mennell & Co.

The reason is that outside of Holland, tea in Europe is considered a luxury item.

IRWIN-HARRISONS-WHITNEY INC.

TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

1898 - 1958

1958 marks our 60th year of service

HALL & LOUDON

TEA BROKERS

91 WALL STREET

NEW YORK CITY 5

Tea Movement into the United States

(Figures in 1,000 pounds)

	Sept. 1956	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957	April 1957	May 1957	June 1957	July 1957	Aug. 1957	Sept. 1957	Oct. 1957	Nov. 1957
Black																
Ceylon	3,354	3,880	1,535	2,433	42,871	3,102	2,755	4,351	4,290	6,220	5,695	4,207	4,846	3,366	2,786	3,403
India	1,546	2,988	1,738	2,572	31,719	3,909	2,333	2,208	2,927	3,139	2,730	1,647	1,315	1,352	2,353	1,914
Formosa	583	646	432	529	4,179	532	351	447	525	291	142	167	373	562	502	548
Africa	232	349	282	532	4,384	404	339	414	187	376	227	484	228	394	265	217
Indonesia	1,436	740	916	1,117	12,492	1,608	1,193	1,453	1,106	1,374	1,067	1,113	894	1,354	1,155	1,430
Japan	49	6	30	11	802	31	42	124	95	24	3	15	28	17	99	197
Misc.	118	94	99	197	1,589	258	169	314	627	421	358	112	320	219	93	218
Green																
Japan	251	482	248	38	2,924	79	21	15	139	9	82	433	464	403	276	35
Misc.	43	21	31	4	177	2	6	15	13	3	6	13	24	73	6	17
Oolong																
Formosa	55	37	36	39	306	28	32	21	29	...	2	4	31	38	24	19
Canton	4	16	17	9	65	2	3	3	1	6	5	3	5	1	7	15
Scnd Cntn	3	9	3	10	63	5	4	7	3	7	3	15	3	2	5	6
Mixed	26	21	5	15	121	17			6	5	4	6	14	17	12	15
TOTALS	7,700	9,289	5,372	7,506	101,692	9,977	7,248	9,372	9,952	11,871	10,336	8,207	8,546	7,808	7,593	8,040

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Leslie Porter named director of T. H. Estabrooks, Montreal

H. L. Keen, president of T. H. Estabrooks Co., Ltd., Montreal, Canada, has announced the appointment of Leslie Porter to the board of directors.

Mr. Porter was born in County Down, Northern Ireland, and educated in England. He joined Brooke Bond & Co. Ltd., London, in 1932, and after three years' training was transferred to Brooke Bond India, Ltd., Calcutta, as an assistant tea buyer.

Mr. Porter served with the Indian Army during the war and returned in 1946 to Calcutta, where he took charge of the reopening of Brooke Bond India, Ltd.'s, export department. He was a member of one of the Ministry of Food's Allocation Panels in Calcutta, handling the distribution of India tea while it was still under government control.

He spent short periods with associated companies in Colombo, London and New York before taking up an appointment with T. H. Estabrooks Co. in Montreal in 1952.



Leslie Porter

Langton on goodwill tour of India, Ceylon

D. M. Langton, executive director of the Tea Council of Canada, is on a two-month goodwill tour to tea-producing India and Ceylon.

The tour began with calls on the tea trade in London. From there, his itinerary takes him to India, where he will visit the main tea merchandising centers of Cal-

cutta, as well as tea growing areas in the north and the south.

From India, Mr. Langton will journey to Ceylon, which supplies Canada with almost half its tea.

In each country, Mr. Langton will give a colored slide presentation about the tea industry in Canada. Meetings have been arranged with tea boards, producers, trade associations and the press. Visits to many individual gardens, estates and plantations are also scheduled.

It is expected that this trip will do much to sponsor good relations between the tea trade and governments of Ceylon and India which, with some leading members of the Canadian trade, sponsor Tea Council.

U. S. newspaper takes full page for picture story of tea growing

A full page on tea growing in Ceylon appeared recently in the Huntsville, Ala., *Times*.

A picture story, the material showed Ceylon's tea industry from the planting of tea seeds all the way through to the processing of the picked leaf in the factories.

"Tea for Two Million—and Then Some," the article was titled.

Ceylon's tea industry revolves around tea, the article pointed out. "It is the island's most important export," it said. "The United States buys the lion's share of her tea crop. Last year America imported 105,900,000 lbs. (20 billion cups of tea) and 43% of it came from Ceylon."

Plan tea growing in West Pakistan

The West Pakistan government has worked out a plan for tea plantations on land about 6,000 feet above sea level.

Nurseries on experimental basis have already been set up at various suitable places in the region. The preliminary results were considered encouraging.

Expansion in Cochin tea market seen since start of public auctions

It is interesting to note the very considerable expansion that has taken place in the Cochin market over the last few years and since the public auctions were inaugurated, notes Caritt Moran & Co. Private Ltd.

Prior to the auctions the bulk of the South Indian crop was sold either privately by the sellers or else disposed of on the London and Colombo markets.

The foundations of the present market structure were laid in 1947, and Cochin has now developed into an important primary market, with the auc-

tions attended by representatives of buyers from all the main tea consuming countries of the world.

The early auctions were held around a table in the office of the Cochin Chamber of Commerce, but the space available was soon found to be insufficient and a Joint Sale Room was constructed by the two broking firms. Space again became barely adequate, and recently a new joint sale room has been acquired which, it is hoped, will answer the needs of this market for some time to come.

Auctions were originally on a fortnightly basis, leaf and dust grades being sold together in the same sales. Offering of dust teas soon showed a very considerable increase, however, and this resulted in the establishment of weekly sales, leaf and dust catalogues being

sold separately on alternate weeks. In recent years, the quantity of leaf teas has also shown a considerable increase and during the rush period from May to July, auctions are held weekly for leaf teas, dust sales continuing on a fortnightly basis.

The actual expansion of the Cochin market is perhaps best measured by comparing the quantities sold through the auctions. From modest beginnings, the figure rose to approximately 16,000,000 lbs. in 1950 and to 51,500,000 lbs. in 1956.

Contributory factors to this very remarkable increase are the enhanced South Indian crop from 95,600,000 lbs. in 1949 to 126,930,000 lbs. in 1956, and also the far fewer sales by private contract, owing to the fear of market fluctuations, uncertainty over new duties, and the general scarcity of money.

Other interesting statistics related to the expansion of this market are the figures of the acreage under tea for 1948 of approximately 166,148 as against 175,000 for 1955. Of this figure, more than 100,000 acres have been planted out in the present century, the development of the industry in the South being considerably slower than in the Tea districts of North India.

Unlike the producing areas in North India, the growth of tea does not cease during the cold weather, and the fact that the bushes flush throughout the year, as in Ceylon, is of course a very great advantage to producers. The quality period is during the winter months, and sometimes in September teas with a Uva-like character are seen from a few Nilgiri Estates. The rush period is generally in the months of April, May and June.

Invoices of tea are despatched to Cochin by rail, road and backwater to the various warehouses of the respective sellers. There are no central tea warehouses operated by duly appointed warehousemen on behalf of the trade, as there are in Calcutta. They are scattered over a considerable area some being on islands in the harbor, and this presents obvious difficulties for sampling and inspection. However, nearly all sellers now have warehouses in the port area on Willingdon Island.

Another feature of this market is that of some gardens, mainly in the Wynaad, sell their dust grades by auction in Cochin, the teas themselves being warehoused in Kozhikode from where representatives samples are sent to the brokers' offices in Cochin. Kozhikode also serves as a port of shipment, mainly for Wynaad teas destined for the United Kingdom, and approximately 4,000,000 lbs. are shipped annually from this center. Dust teas are also shipped from here to coastal ports, as well as to the Persian Gulf.

Cochin does not suffer from the acute congestion that is seen in Calcutta at the height of the season, and there is virtually no delay in "lifting" teas into the various warehouses and in printing them for sale once they have arrived in Cochin. Similarly, it is not necessary in Cochin to restrict the sales.

When you ship

TEA


*APL speed, APL handling saves
time, saves cargoes, saves money*

SPECIFY APL—and see your tea shipments arrive on time... your invested capital go back to work faster! Ship via APL's fleet of modern vessels on three major trade routes offering fine facilities for fast, safe cargo handling on board and ashore!

To insure product quality all the way, APL makes its holds teapot-clean before taking tea aboard, guards this delicate commodity with expert stowage and "climate control" through the latest dehumidification systems.

See your Freight Forwarder or Broker for schedules and bookings... Make the "Presidents" part of your distribution system today!

**TRANS-PACIFIC
ROUND-THE-WORLD
ATLANTIC-STRAITS**



AMERICAN PRESIDENT LINES

General Offices: 311 California Street
San Francisco 4, California

Editorials

Spotlight for marketing coffee

When you turn this page, it will be to start looking into COFFEE & TEA INDUSTRIES' special section on the 1958 convention of the National Coffee Association. It is probably the largest—and easily the most stimulating—collection of articles on the current coffee situation ever to appear in an industry periodical.

Just about every phrase of coffee is examined:

Perspectives on coffee in the U.S.; marketing, advertising and public relations; trends as coffee men across the country see them; the public feeding market, including government and institutional purchasing, equipment developments and solubles in restaurants; instant coffee marketing, manufacturing and packaging; coffee equipment, from roasting plant automation to green coffee sorting; coffee vending; premium merchandising; coffee production in South America, Central America, Africa and Asia; coffee trends in Europe and elsewhere.

Out of this vast exchange of coffee opinion, ideas and information, one thought emerges with special strength and clarity:

The better brew campaign, picked up and carried into every market by United States roasters, can be an answer to some of the industry's most pressing problems—here and in the producing countries.

Many U.S. coffee men see the water ratio as the most decisive factor in the health of the industry.

J. S. Garvett, chairman of the board of Churchill, Inc., puts it this way: "The basic reason for the present state the coffee industry finds itself in is still not being brought out into the open, as it should be . . . Roasters are still making no organized resistance to the watering of coffee."

In an article starkly titled, "Coffee industry being watered to death," Albert Schonbrunn, president of the New York Coffee Roasters Association, states bluntly:

"In this period of unparalleled prosperity, and while the use of some beverages increased as much as 200%, the per capita consumption of coffee declined. In the relatively brief span from 1949 to 1956, cups-per-pound in the average American home went from 48 to 63.9.

"Unless there is speedy and decisive action to arrest and reverse this trend, the ultimate effect on the importation of coffee will be nothing short of disastrous. It doesn't take a genius to see that our industry will be literally watered to death."

The development of the bad brewing habit is as much a problem in the restaurant as in the home. This is pointed up by Philip I. Eisenmenger, a director of the National

Coffee Association and the Coffee Brewing Institute and vice president of Standard Brands Inc.

"As more and more operators became price 'conscious,'" Mr. Eisenmenger comments, "it became easier and easier for them to convince themselves that one more re-pour, or one more gallon of water, wouldn't do their coffee formulas any harm."

Mr. Eisenmenger is not at all pessimistic:

"Although it is generally true that bad habits are easier to make than to break, there are good reasons to believe that success will reward the current and concerted efforts of PACB and CBI to improve coffee brewing practices and raise cup quality standards.

"In the first place, both organizations are hitting right at the heart of the matter by concentrating their efforts on how to make 'better' coffee. In the second place (and in this observer's personal opinion) coffee quality standards have just about hit bottom, and from here on out there is no place to go but up."

Jack R. Durland, chairman of NCA's Hotel and Restaurant Committee and president of Cain's Coffee Co., puts acceptance of CBI's new brewing formula as the single most important aim of the coffee industry in 1958.

He points up some of the deeper meanings in such an achievement:

"If this formula is universally accepted, every segment of the coffee industry, from the grower to the roaster, would show a substantial sales gain in 1958—without the necessity of obtaining one new coffee customer."

This potential is understood by producing country leaders. Posing the question, "Surpluses are coming . . . can we handle them?", Andres Uribe, representative in the United States of the National Federation of Coffee Growers of Colombia, makes this observation:

"Just by restoring the 1946 per capita consumption, we could sell 26,200,000 bags in this market in 1960—that is to say, 5,000,000 more than it took in 1956."

How can the goal be achieved?

"It will take great leadership," Mr. Garvett suggests. "That means the largest roasters, together with the 'small', and every segment of the industry, with the help and co-operation of every supplier to the industry, must feel it their duty and salvation to correct the evil of watering coffee."

It can be done, Mr. Durland indicates:

"Together we can become a formidable team. Remember, this is a program where everybody wins."

WE HOPE YOU WILL JOIN US AT . . .

***THE MOST
IMPORTANT COFFEE BREAK
OF THE YEAR.***

**THE 47th ANNUAL CONVENTION OF
THE NATIONAL COFFEE ASSOCIATION**

CORDIALLY...



SOL CAFÉ MANUFACTURING CORPORATION

180-05 BRINKERHOFF AVENUE, JAMAICA 33, NEW YORK

Spotlight on marketing

1957 Coffee Convention "Fact Reference" Section

NCA'S 47th Annual Convention

Keynote: Spotlight on marketing—McKiernan	32
Summary: NCA highlights—Folger	41
Convention program	43

Coffee in the United States

Perspectives

Where are we?—Dr. Wood	44
Where are we headed?	46

Marketing

Brewing is your business—Laughery	48
Needed: an ounce of invention—Van Horn	50
The voice of coffee—Byers	53
Keep our public relations good—Coburn	55

Science

Coffee needs research—Dr. Lockhart	57
--	----

Trends

Today's changing coffee world—Hall	59
Supply, demand, agreements—Johnson	61
Offense or defense?—Ransohoff	63
Coffee's major disease—Bransten	65
Where did the customers go?—Neuman	67

Futures

Focus on the discounts—Forbes	69
-------------------------------------	----

Finance

Your bank can boost your business—Schwamm	74
---	----

Public Feeding Market

The return of the nine missing beans—Eisenmenger ..	75
A new sales tool for 1958—Durland	77
How's your institutional coffee?—Sasseen	79
Coffee for the U.S. government—Vilas	81
Instants vs. fresh roast in restaurants—Brand	83
Coffee's troubled waters—Garvett	84
Restaurant operators like coffee salesmen—Nejelski ..	85
Urn manufacturers stress better coffee by the gallon—Kaplan	87
Brewing in glass for 'sell'—Zitz	89

Premiums

The 'why' and 'how' of premium merchandising—Hellberg	91
--	----

Solubles

The flavor and aroma barrier —Katzenstein, Appleman and Cartwright	97
Should I eat my words?—Aborn	99
Quality in instant coffee	100
Solubles—the coffee business of the future—Harrison	103
Inert gas packaging of instant coffee—Wilhelm	105

Equipment

Photoelectric sorting of green coffee—Curtis	109
Coffee plant automation has arrived—Robinson	110
Regional roasters and developments in store ground coffee—Schuhmann	113

Packaging

The selling power of the instant coffee label—Rossotti	117
Coffee bags meet the future—Ober	120
Instant coffee cans in test	121

Vending

How King Coffee's vending information program boosted its coffee volume—Guimette	124
The coffee roaster—and the vending potential—Herald ..	126
Coffee vending trends—Daleske	128

U.S. Regions

New York: Water in coffee—Schonbrunn	131
San Francisco Coffee Club—Schimelpfening	131
Los Angeles—Incredible city—Harvie	133

Producing Countries

Trends in world coffee—Adcock	135
Surpluses are coming—can we handle them?—Uribe ..	137
The future of Brazil coffee—Fairchild	139
Colombians and other milds—Balzac	141
The danger line: 50¢ FOB —let's not cross it again—Cordera	143
Coffee expansion in Africa	144
Robustas and the Mexico City pact—Spencer	147
Ivory Coast coffee and the U.S. market—Blanchenay ..	149
Quality in Angolas—Bordallo	150
Natives in Angola production—Bastos	151
Trends in Belgian Congo coffees—Saks	153
Coffee problems in Ethiopia	155
Kona coffee—product of U.S. paradise—Aldrich	157

Other Countries

Europe: ripe for promotion—Delamare	159
England: progress is rapid—Ashton	161
Canada: per capita gaining—Cooke	163
Belgium: the shift to Robustas—Demolin	165
Switzerland: consumption steady—Braunschweig	167
Australia: coffee in transition—Leschen	167

The Convention

spotlight on marketing

By JOHN F. McKIERNAN, President
National Coffee Association

In a recent talk before a group of advertising men, William W. Mulvey, senior vice president of Cunningham & Walsh, Inc., said: "Something like a revolution is happening in the production and movement of goods in our economy. That 'something' is being summed up in the word 'marketing'."

The accuracy of Mr. Mulvey's observation should be quite obvious to any man who has watched the tremendous changes which have taken place in the business of producing and selling consumer goods. And this revolutionary trend in industry is nowhere more discernible than it is in the business of supplying mass volume grocery items, such as coffee.



Because we believe that this new and many-faceted concept of marketing is an altogether intelligent progression in business thinking, we have decided to throw the "Spotlight on Marketing" at the National Coffee Association's 47th annual convention.

The job of marketing, as modern business has come to define it, entails the coordination of many, if not all, of the separate functions of developing, producing, advertising, distributing, and selling the product. In coordinating these separate functions, marketing in no wise supplants any one of them. But it does enhance the efficiency and effectiveness of each.

During the past year, the pages of business publications have carried many views on this new concept of marketing. A recent issue of *Sales Management*, for instance, asked 80 business executives for their opinions on the importance of the trend. One national brewing company respondent told the editors: "Marketing is largely a matter of coordination between the divisions . . . The marketing division here has been set up to let the left hand know what the right hand is doing."

Although there are some minor areas of deviation as to precisely how a marketing division should function, there is almost unanimous agreement on the kind of think-

ing from which the new concept of marketing evolved. Stated simply, this thesis entailed two decisions on the part of many business leaders. The first of these was the conviction that the needs or desires of consumers are the determining factors in the acceptance of a product. And the second decision, flowing logically from the first, was that these consumer needs and desires must be determined and accommodated if a business is to prove profitable.

It would not be feasible to examine all the precepts of modern marketing within the time schedule of our 47th annual convention's business agenda. Nor is a complete study necessary for our objectives at this meeting.

At last year's convention, we underscored the impressive increase in coffee consumption which could be effected by an industrywide effort to persuade consumers to drink "Just One More Cup" of coffee each day. During this year's meeting, we will attempt to show how some of the principles of modern marketing can be applied to the pursuit of our constant goal of increased coffee consumption.

On our speaker's list for this convention, we have outstanding spokesmen from the fields of sales management, package design and merchandising, general grocery marketing, the grocers' trade press (with a report on a survey made among a chain of supermarkets), techniques of coffee brewing, restaurant management, and coffee promotion.

We do not promise that these speakers will give to our delegates all the answers to the problems which arise in the daily conduct of their business. But we can assure those who attend our meetings that they will come away with definite and useful facts, based upon case histories, which will indicate to them how modern marketing techniques can be applied, or at least adapted, to their individual operations.

According to the best available information on present green coffee supplies and crop forecasts, there was never a more ideal year for a concentrated sales effort than this year of 1958. It would appear that now is the time for reappraisal and possible revamping of our packaging and labels, our methods of distribution, our advertising themes and, in the case of institutional coffee suppliers, the busi-

(Continued on page 65)

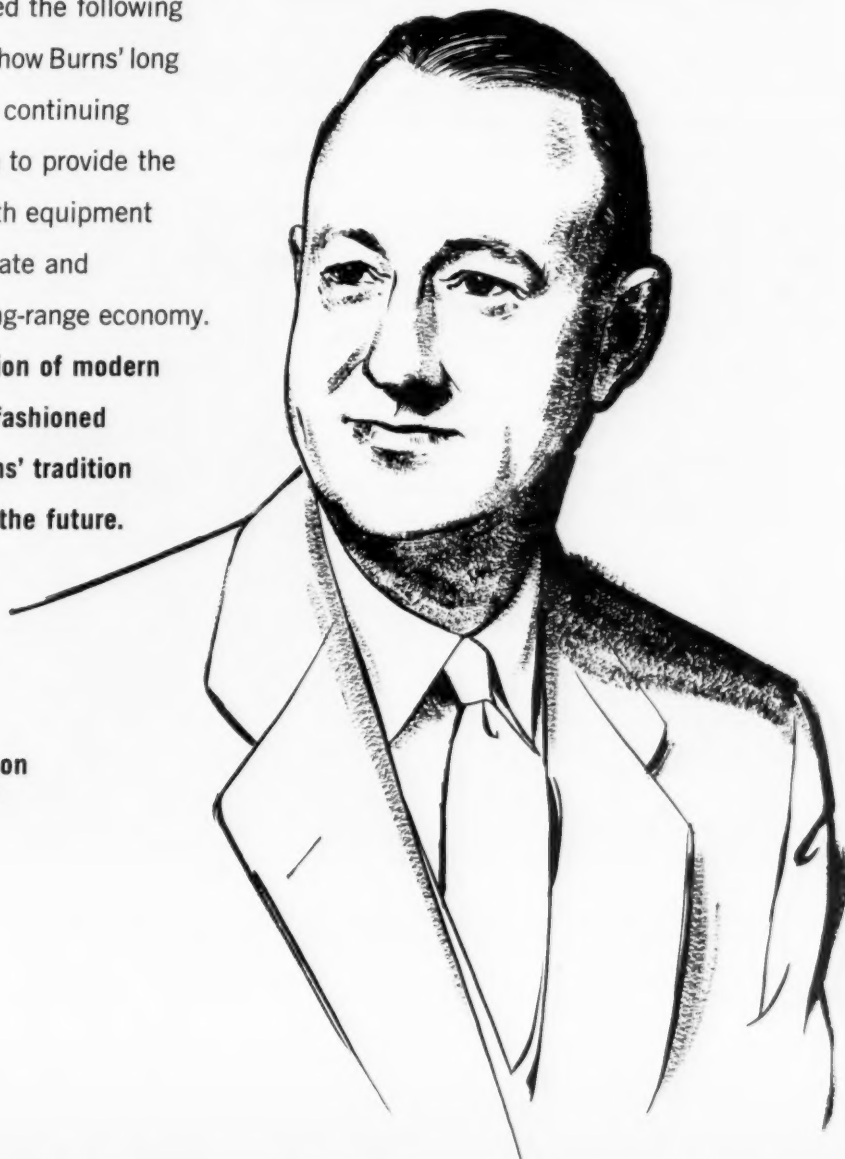
L

et's start this year off right by getting acquainted. That sounds strange coming from a company that has served the food industry more than 90 years, but we know that many of Burns' oldest friends are aware only of what Burns' service **now** means to **them** — and don't realize the scope of Burns' service, or what we contribute to other areas of the food processing industry.

We've prepared the following pages to show you how Burns' long experience and continuing research combine to provide the food industry with equipment that's both up-to-date and built to last for long-range economy.

This combination of modern technology and old-fashioned integrity is a Burns' tradition and our formula for the future.

J. L. Robinson
President

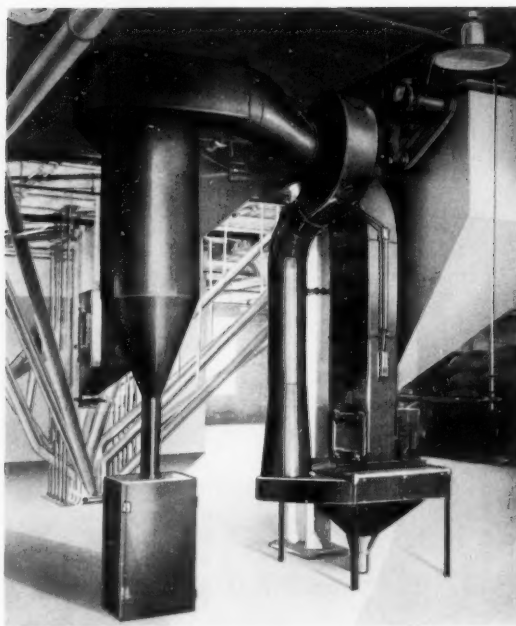


ON SIX CONTINENTS

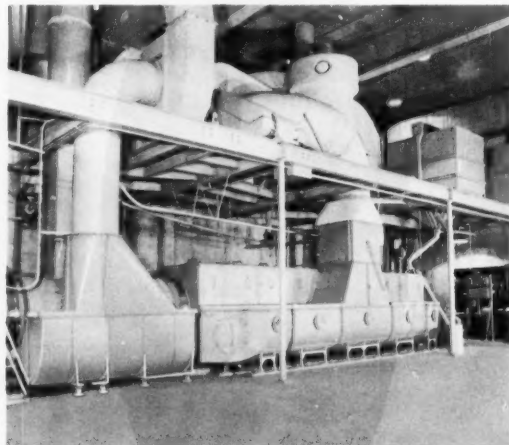
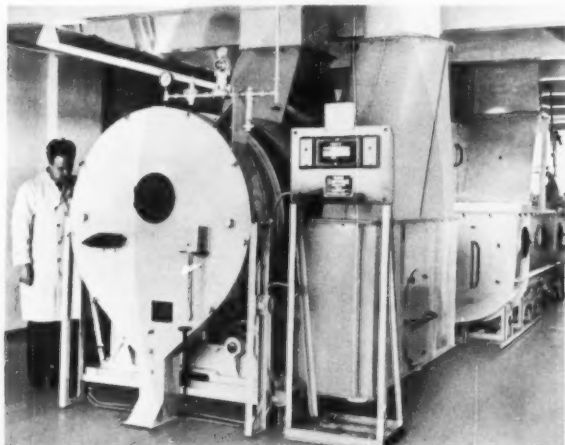
BURNS

INSTALLATIONS
ARE AT WORK

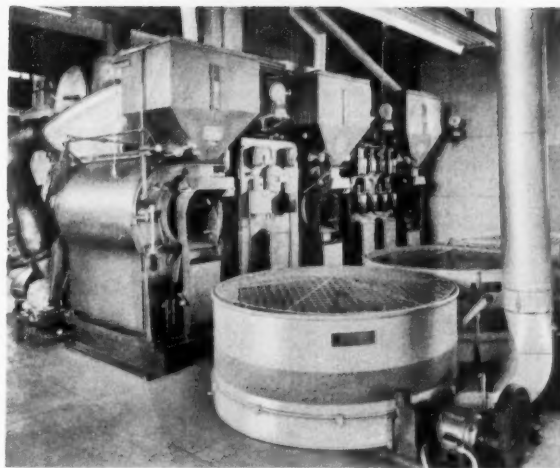
Food processors all over the world depend on Burns' services and equipment. In 49 countries on all six continents — in places as widespread as Finland, Switzerland, Israel, South Africa, India, Singapore, Australia, Guatemala and Peru — Burns installations are renowned for their operating superiority and long-range economy. And Burns' steady, dependable service is available wherever food processors are located. Modern communications make Burns engineers as close as your telephone, cable office or mailbox. No matter where you are, you can depend on Burns for the same complete service and quality equipment that has marked our 94 year record in the food processing industry.



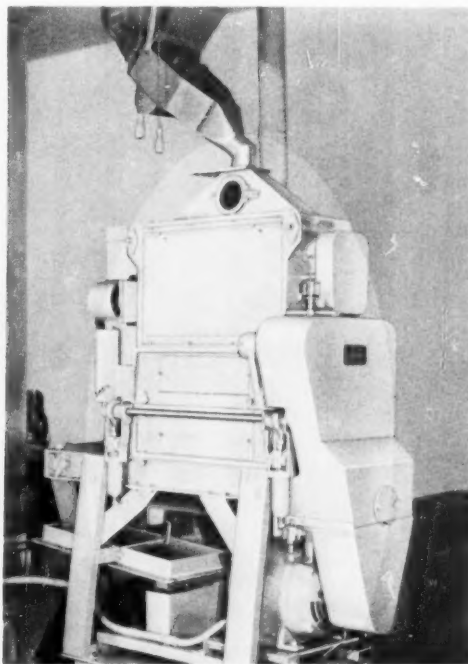
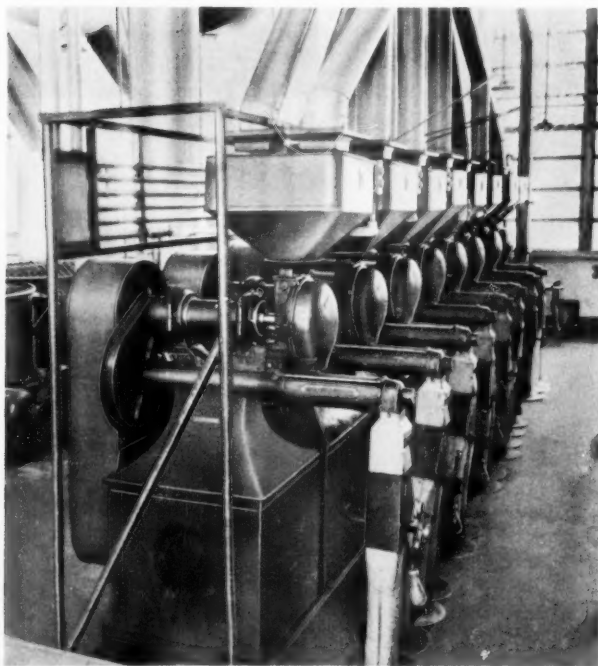
CLEANING: Shown here is an installation of a Burns Recirculating Cleaner. These machines, and other types of Burns cleaning equipment, are in use in 29 countries on 6 continents.



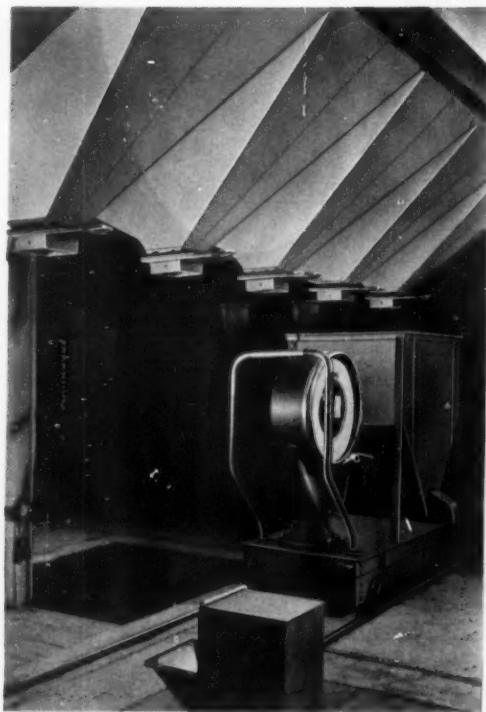
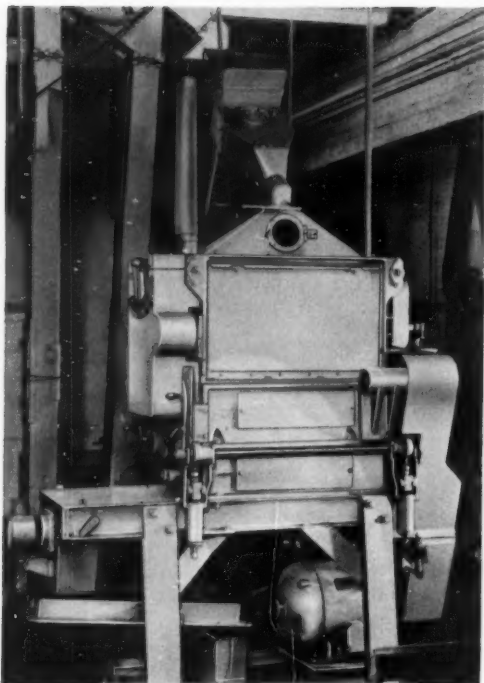
CONTINUOUS ROASTING: Twenty per cent of all the coffee consumed in the United States is now roasted continuously. Burns Continuous Roasters are being used on various products in 10 countries on 4 continents.



BATCH ROASTING: These plants in South Africa and Latin America are typical of the hundreds of Burns batch roasting plants giving efficient service to roasting concerns in 30 countries on 5 continents.



GRINDING: In grinding, hundreds of coffee roasters, in 32 countries on 6 continents, turn to Burns for dependable Granulators & Plate Mills. This line of grinders includes the perfect model for virtually any desired capacity or range of grinds.



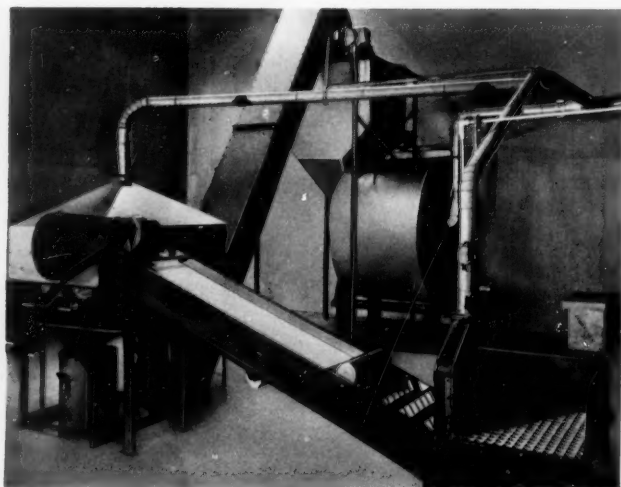
FOR FIVE GENERATIONS

BURNS

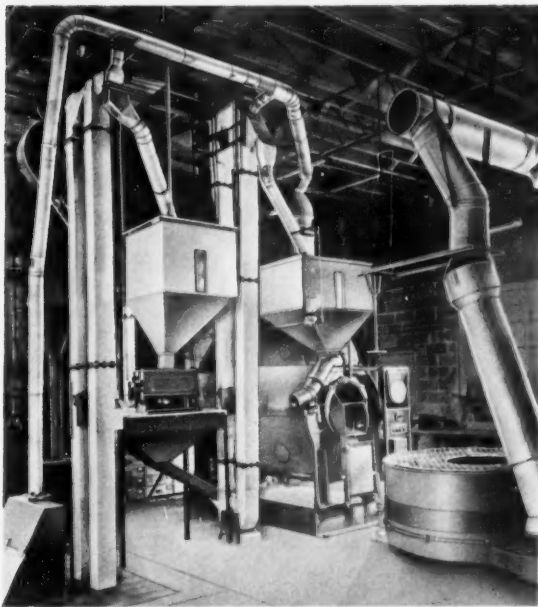
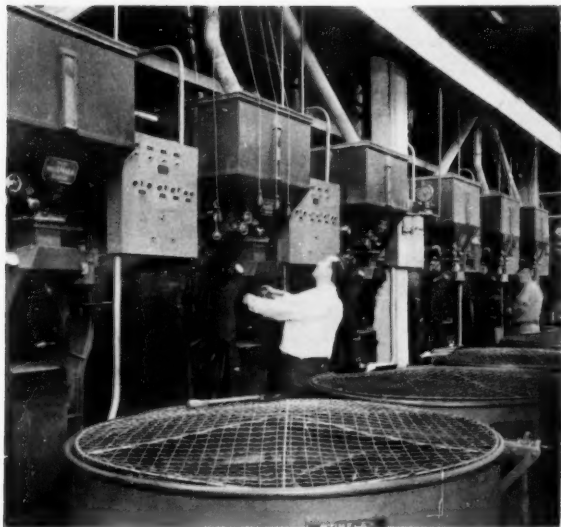
**HAS SERVED THE COFFEE
AND TEA INDUSTRIES**

For more than five generations, coffee and tea processors have depended on Burns for everything from a single piece of equipment to a fully equipped plant. Whether it's a moving job, a single machine, a plant addition, a whole new plant, modernization, or anything else in the field, Burns will handle it with meticulous attention to detail and quality engineering.

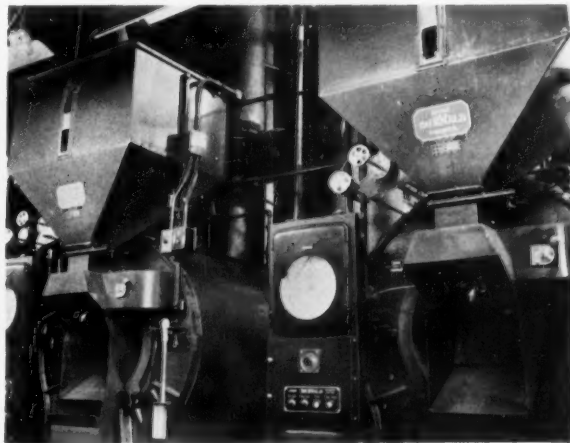
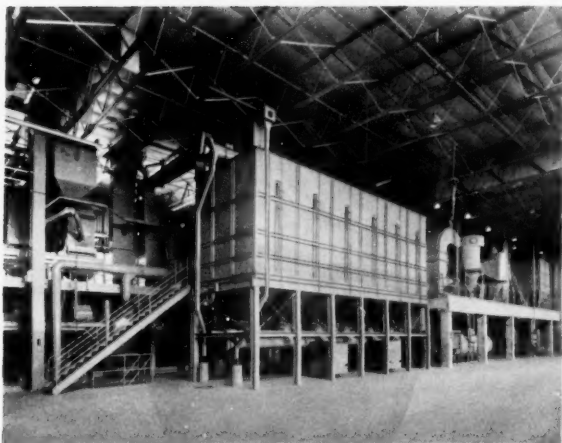
Burns engineering, research and development, production and erection services are geared to guarantee the finest up-to-date equipment and service. No matter how large or how small the job — no matter whether you need a Continuous Roaster, a battery of Batch Thermal Roasters, a single testing table, or a move with minimum down-time — you can be certain Burns will fill your requirements to your complete satisfaction.



MODERNIZATION & EXPANSION: Whether it's a modern replacement for tea blending, a change from a plate-mill to granulator, an addition of a blending system, or any other improvement — big or small — Burns engineering will give you maximum efficiency and economy by providing the right layout, the best machinery and capable installation service.



MOVING JOBS: These plant resettlings also profit from engineering study — to make maximum use of existing equipment, and to adapt it to new and more efficient layouts. Burns design makes possible the modernization of many items before they are re-set; and Burns installation service can really minimize down-time.



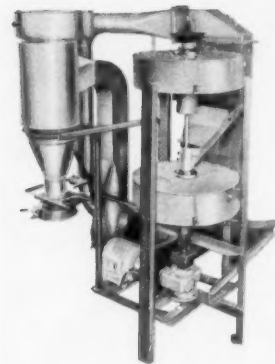
NEW PLANTS: Working with you — from the idea stage right thru to an operating plant — is a Burns specialty. Making use of our engineering service, our cooperation with architects and contractors, our tailor-made equipment, and our installation service can save you many headaches and even more dollars.

CALL ON **BURNS** FOR MORE

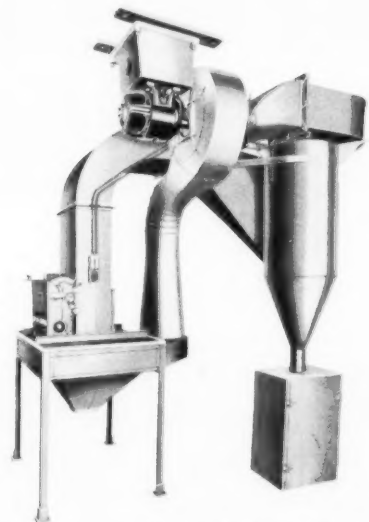
for Peanut Butter, Salted Nut and other Nut Processing

For roasting, cleaning, blanching or milling — single machines or complete plants—nut processors all over the world have learned that they can count on Burns for efficient, modern and economical machinery. Burns nut equipment is designed and built to give many years of dependable performance, and Burns engineering and installation services provide efficient layout and smooth operation.

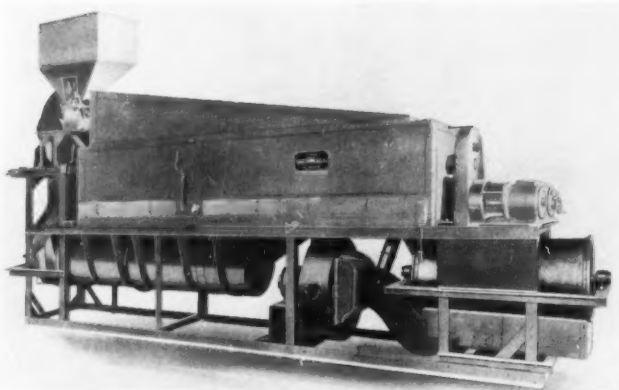
All Burns products and services are available no matter what your volume or where you are. They can mean enhanced profits to you, whether you're moving, modernizing, expanding, or just getting started. When you "buy Burns", you can feel sure you're acquiring a combination of modern technology, quality construction and economical operation.



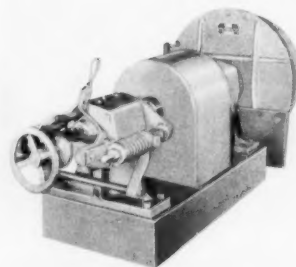
Split-Nut Blancher



Recirculating Cleaner

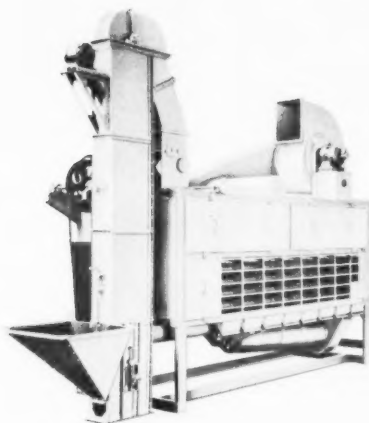


Continuous Roaster for Peanuts or Cocoa Beans

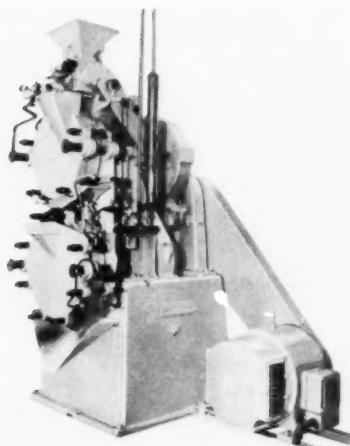


Peanut Butter Mill

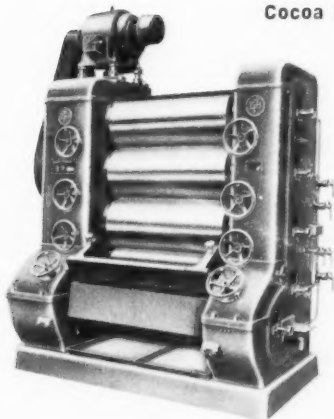
EFFICIENT, ECONOMICAL MACHINERY



Cracker and Fanner



Cocoa Liquor Mill



Chocolate Refiner

FOR COCOA BEANS

On all six continents, Burns Raw Cocoa Cleaners, Continuous Thermal Roasters, Batch Roasters, Cracker and Fanners, bean and nib storage and conveying systems insure efficient, trouble-free production.

FOR CHOCOLATE AND CONFECTIONS

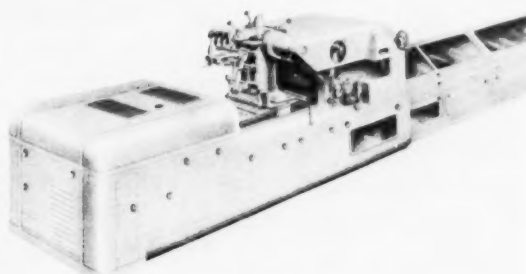
In the United States, Burns combines its own cocoa bean and nut machinery with the equipment of three other companies:

Baker Perkins (Exports) Ltd. of London, England is a world leader in design and production of Cocoa Liquor Mills, Chocolate Refiners, Conches, Enrobers and other confectionery machines.

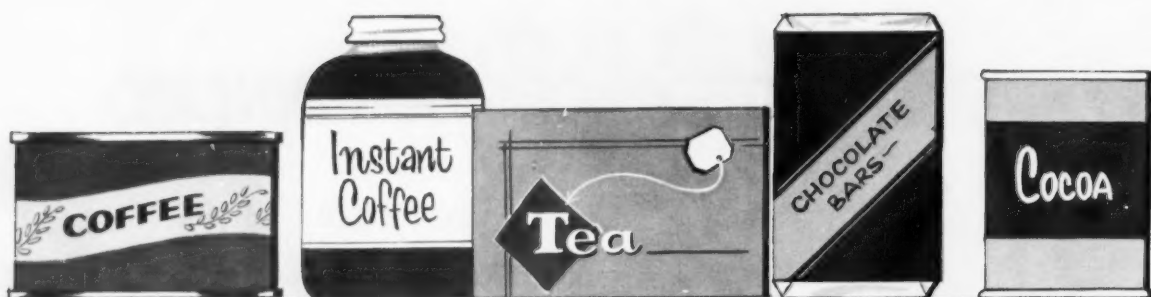
A. Savy Jeanjean & Cie. of Courbevoie, France is a pioneer in Automatic Chocolate Molding Plants for all types of molded goods, as well as Chocolate Processing Machinery and high-speed Starch Molding equipment.

N. V. Vormenfabriek of Tilburg, Holland is the world's foremost supplier of chocolate molds and offers a full line of high quality molds.

Burns thus provides complete equipment for the chocolate and confectionery trades — and plant layout and engineering service second to none.



Automolda for Molded Chocolate



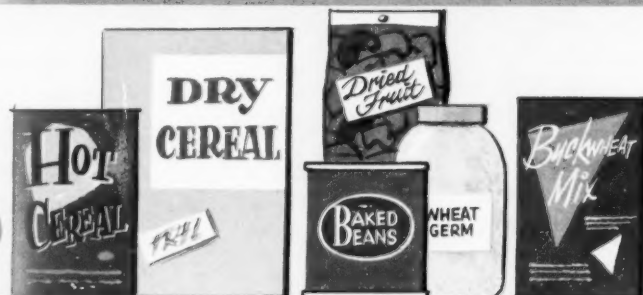
BURNS EQUIPMENT SERVES MANY FOOD FIELDS

Burns is well known for coffee, tea, peanut and cocoa bean machinery, but our products and services extend into many other phases of food processing.

The shelves shown on this page contain some of the products which have been roasted in Burns machines. In addition, there are many more products in the processing of which Burns cleaning, grinding, blending and conveying equipment is playing a useful part. Burns elevators, bin assemblies and collection systems have been engineered for still more applications; and Burns Smoke Eliminators, too, are in use on a number of processes.

Burns engineering and technology may have the answer for some of the processing problems confronting you — where perhaps you have not thought of Burns as a possible source of help.

We cannot promise an answer every time, but you can be sure that all of our wide experience and technical know-how will be brought to bear on your needs.



JABEZ **BURNS** AND SONS, INC.

ENGINEERS NEW YORK 600 West 43rd St.
CHICAGO • DALLAS • SAN FRANCISCO

NCA highlights



of the year

By PETER FOLGER, Chairman
National Coffee Association

To my mind, there is no more appropriate subject for me to discuss in this convention issue than a review of activities of the National Coffee Association since I was elected chairman at our last convention in Boca Raton.

So much that is important has happened during these past 13 months. Coffee consumption has increased slightly during 1957. Our international relations have been furthered by personal visits by our President Jack McKiernan to Mexico and to the increasingly important African producing areas. The Association has had the pleasure of co-sponsoring a testimonial luncheon for Manuel Mejia, manager of the National Federation of Coffee Growers of Colombia and newly-appointed Ambassador to Brazil from Colombia, and of entertaining Latin America's young and beautiful Coffee Queen.

Our long and hard campaign for an increase in promotional funds has been endorsed by Brazil, leading the way for other Pan American countries. This past year, our Soluble Coffee Committee has contributed an important study on the controversial issue of offshore solubles, and the other Association committees have been active in carrying out their particular duties.

These are the highlights of 1957, and now I would like to dwell, more fully, on the specific developments in the National Coffee Association's activities.

In the early part of the year, our president, Jack McKiernan, toured the African coffee-producing countries and territories. There he discovered a keen interest among the people in coffee marketing, and a desire to improve their standards. He urged government and trade officials to support promotional campaigns to increase world consumption, and thereby enlarge the market for carefully prepared African coffee.

More coffee promotion

A few months after Jack McKiernan's return, Ruanda Urundi passed a levy of 12¢ per bag to be used for coffee publicity. Angola followed with the establishment of a promotion fund equivalent to US 21¢ per bag. Then French Ivory Coast voted 28¢ per bag for advertising in the United States. And now, other African coffee producers have indicated that they are interested in supporting coffee publicity and sales promotions abroad.

In October, the trend was set in Latin America when Brazil's President Kubitschek signed a bill for a special tax

of 25¢ per bag on all Brazilian coffee exports, to be used "for the promotion of coffee consumed abroad."

Brazil's action represented the goal of a three-year-long drive by the National Coffee Association and members of the U.S. trade, which included many direct and indirect representations to that country's coffee and government officials. With the need for additional coffee promotion so apparent, it is expected that the other Pan American Coffee Bureau nations will follow Brazil's example and increase their assessment from 10¢ to 25¢ per bag.

Soluble coffee study

Here in this country, the Association has also urged the U.S. coffee industry to invest more in coffee promotion in order to increase consumption. When Jack McKiernan addressed the 26th annual meeting of the Pacific Coast Association at Pebble Beach in May, he pointed out the necessity for promotional campaigns that would keep pace with the changes in production and consumption and the trends of the coffee market. On a later date, speaking before a group of U.S. industrialists attending a three-day conference at the Harvard School of Business, he stated, "Increased investments to merchandise coffee, not only in this country but in many other parts of the world, are among the best means of eliminating the peaks and valleys of volume and prices which harass the coffee industry and irritate the consumer."

The Association's Soluble Coffee Committee has had a very busy year. After much study of the offshore soluble situation, it found that deleterious effects on the United States coffee industry as well as on coffee-producing countries result where soluble coffee processors in coffee-producing countries receive, or are allowed to benefit from, any unfair preferential treatment by tax benefit, subsidy or other legislation; or when foreign producers are permitted to process raw products, the use of which is prohibited to members of the United States coffee industry.

To prevent disruption in the world coffee industry, our committee recommended that an informal exchange of thought be sought between responsible representatives of the United States coffee industry and equally responsible representatives of the coffee-growing countries. The objective of such discussions would be to establish a policy to prevent uneven competition between exported raw and soluble coffee.

The year 1957 has also been an active one for the As-

Tests and
experiments
conducted here...



EXPERIMENTAL STATION AT GARNICA (XALAPA, VERACRUZ)
In front, Processing Plant; in the background, Central Laboratory Building.

... result in finer coffee here. —————→

*That's why Mexican coffees are
known for their fine Quality
and Flavor. Ask your Importer.*



Our best wishes to the National Coffee
Association for a successful 1958 Convention.

COMISION NACIONAL DEL CAFE DE MEXICO

Ave. Insurgentes Sur #1079, 1er. piso
Mexico 18, D.F.

120 Wall Street
New York 5, N. Y.

*Member: Pan-American Coffee Bureau
Federacion Cafetalera de America*

★ Program: A Coffee Convention "Fact-Reference" Feature

sociation's Institutional Advisory Committee. Ten states, one city and one charity hospital have accepted its services. Moreover, purchasing officials in 21 other states have expressed interest. Our committee, made up of experienced coffee men, is equipped to advise, assist and suggest, without charge, to states and other interested parties, realistic specifications for coffee procurement so that the best value for the various agencies can be attainable. For a small charge, the committee will advise these agencies on the acceptability of roasted coffee deliveries against contract specifications.

A highlight of the year was the decision of the Veterans Administration to purchase coffee under a program which utilized the services of the Association's U.S. Army Coffee Advisory Committee. The adoption of this plan was the result of many meetings and discussions during the past three years between the Veterans Administration and the officers and committees of the Association.

At the beginning of 1957, the Association offered a remarkable Executive Group Insurance Plan to all its members. The insurance requires no medical examination. Its premiums are *tax deductible*, both state and federal, for officers of corporations and employees of corporations, partnerships and proprietorships.

The plan now has an enrollment of 700 executives of member firms and the total amount of insurance coverage has reached \$9,000,000. Another enrollment period will be opened to members from January 15th to February 15th,

1958; and, around this time, a substantial dividend will be declared for all policy holders.

The Association's Public Relations Advisory Committee has had many accomplishments during 1957, and they are treated in detail elsewhere in this issue. However, in summary, it has continued to increase at an accelerated pace the distribution of our film, "The Magic Cup," and the dissemination of coffee literature. It has made outstanding contacts with the youth and general consumer market and the press coverage of coffee has also been broadened. The total effect of the committee's efforts can't help but achieve our basic aim—to improve the climate for coffee consumption.

So much of significance has happened this year that it is hard to list all of the events. However, from the standpoint of service to its membership and service to the coffee industry as a whole, the Association can look back with satisfaction on the year just behind us.

As chairman, I would like to take this opportunity to thank the other members of the team, including vice-chairman Fred Silence, President Jack McKiernan, Treasurer Austin O'Brien, the members of the Advisory Committee and the Board of Directors, as well as those who served so selflessly and so well on all our National Coffee Association committees.

Again, my gratitude to the entire Association membership for making 1957 a successful year.

1958 NCA Convention Program

Here is a guide to what will happen at the 1958 convention of the National Coffee Association. This program is preliminary, however. Changes may be made by convention time.

Monday, January 13th

9:00 a.m.—Coffee Time. 9:30—Session opens. Presiding, Peter Folger, chairman, National Coffee Association. Vice chairman Fred H. Silence introduces honored guests. Roy Rubottom, Assistant Secretary of State for Inter-American Affairs, on "Coffee from an International Viewpoint." NCA President John F. McKiernan in convention keynote address. Representatives of producing countries discuss coffee trends and outlook from their viewpoints.

Evening—Chairman's reception, dinner, dancing.

Tuesday, January 14th

9:00 a.m.—Coffee Time. 9:30—Session opens. Presiding, Peter Folger, NCA chairman. Review of marketing progress in coffee by NCA President McKiernan. C. W. Smith, senior consultant for McKinsey & Co., management consultants, on planning for profitable sales growth. Presentation on merchandising and sales promotion by Donald Cady, vice president The Nestle Co., and Jack Durland, president Cain's Coffee Co. Trends and potentials in coffee packaging by Frank Gianninoto, presi-

dent, Frank Gianninoto & Associates, Inc., industrial designers.

Evenings—Pan-American Coffee Bureau's cocktail party, dinner, dancing, barbershop quartet contest.

Wednesday, January 15th

9:00 a.m.—Coffee Time. 9:30—Session opens. Presiding, NCA Chairman Peter Folger. Pan-American Coffee Bureau's industry-level coffee promotion, by Manager Charles G. Lindsay. Coffee in the restaurant by Larry Hilaire, president, National Restaurant Association. Good brewing is good business, by Eugene Langbery, president, the Coffee Brewing Institute. "What coffee sales mean to the grocer, by Paul Willis, president, Grocery Manufacturers of America. Survey report on the supermarket and coffee, by Robert Mueller, editor, Progressive Grocer.

Summary discussion of convention, in open forum, with NCA Vice Chairman Silence presiding.

Evening—Steak roast at Boca Raton Beach Club.

Thursday, January 16th

9:00 a.m.—Coffee Time. 9:30—Annual meeting. President McKiernan presiding. Forum on soluble coffee. Reports by treasurer and committee heads. Election of officers and directors.

Evening—Annual banquet, dinner, entertainment.

where are we?

By DR. JAMES E. WOOD, Director of Research
Pan-American Coffee Bureau

As a year draws to a close, thoughtful people traditionally consider what the main developments and results have been during the last 12 months in the lines of production and distribution in which they are involved or are otherwise interested. Thus, persons in, or connected with, the coffee industry naturally look for a summary of what has been happening in that line of activity during the past year.

In the belief that a summing up at this time of the main results of coffee market operations in this country in 1957 may be useful, we will in this brief article describe those results and make some comparisons with 1956. In doing so, we necessarily get into some discussion of the nature of the information available on the subject and how it is organized, and we also will touch on a key problem of the coffee industry—the need to encourage consumption of a full-bodied beverage.

Final figures on the arrivals, distribution and purchases of coffee in the United States in 1957 will not be available until March of next year. Present estimates, however, are likely to be very close to final results. Total imports of green coffee into this country in 1957 are expected to be about 20,500,000 bags, which quantity would be 3.3% less than the 21,200,000 bags imported in 1956, when there was more emphasis on inventory accumulation than in 1957.

Gross imports do not, of course, provide a reliable measure of the volume of coffee going into the country's pipelines. To approximate that volume we estimate net civilian visible disappearance, which is found by subtracting re-exports and military purchases from gross imports and by adjusting for changes in inventories during the year.

It now is expected that in 1957 net civilian visible disappearance will be 20,300,000 bags, or 2.2% more than in 1956. In the absence of more exact figures, quantities representing net civilian visible disappearance are taken to represent a first approximation of the quantity of coffee consumed. This is reasonable, in the sense that a



net amount of coffee, as determined by the concept, has during the year entered the civilian economy and the channels of distribution and will, after some time lag, all be consumed.

As will be shown below, the Bureau is able to approximate consumption in households very closely, by means of data on house-hold purchases, but non-household consumption can only be estimated. Our present estimates for 1957 are, of course, preliminary.

Total roastings, which are estimated weekly by George Gordon Paton and which are published twice a year for each calendar quarter by the Bureau of the Census, are similar to net civilian visible disappearance, but they include coffee roasted, and otherwise processed, for sale to the military and to foreign destinations as reexports. It is now estimated that 21,100,000 bags will be roasted in 1957, compared with 20,300,000 bags in 1956.

Of great interest and importance among the components that enter into determining net civilian disappearance is the net change in green-coffee inventories. Decisions to maintain, increase or decrease inventories reflect appraisals of market trends.

In 1957, green-coffee inventories were decreased by 600,000 bags, the level on December 31st, 1956, having been 2,800,000 bags and the level a year later an estimated 2,200,000 bags.

The Bureau of the Census provides national totals of green coffee inventories as of the end of each calendar quarter, but these figures are published only twice a year—subsequent to December 31st and to June 30th. That in-

(Continued on page 78)

Total Coffee Consumed in U. S.

1957 (estimated) and 1956

	1957	1956	Percentage Change
(millions of pounds and 2-ounce equivalent units of soluble coffee)			
Total (green coffee)	2,685	2,627	+ 2.2
Restaurants and Institutions (green coffee)	724	724	-
Households (green equiv.)	1,961	1,903	+ 3.0
Regular (roasted)	1,319	1,327	- 0.6
Soluble (2-ounce equiv. units processed)	868	720	+20.6



If importing is your business talk to the people at Chase Manhattan

Use a world-wide network of bankers-at-the-spot to help solve your import-export problems.

When you take your international trade problems to the people at The Chase Manhattan Bank, the services of a world-wide network of 51,000 correspondent banks and branches are immediately at your disposal.

Whatever, or wherever your problem, you get the overseas help you need from the banker-at-the-spot . . . the man who has an intimate knowledge of local trade conditions and knows how to make them work for you.

This is possible because Chase Manhattan has a close personal relationship with its foreign correspondents. Chase

Manhattan and its stateside correspondents handle the U. S. problems of the Bank's overseas correspondents. They, in turn, get things done for Chase Manhattan in their own countries. Such reciprocity enables you to get more efficient banking service in the markets of the world.

Here at home, experienced men in the International Department sit down and talk things out with you personally. They work with you on a basis of individual analysis and imaginative planning. And knowing the right men in the right places, they can quickly con-

tact the banker-at-the-spot who can best help you.

If you have any import or export problem, telephone HA 2-6000 or write to International Department, The Chase Manhattan Bank, 18 Pine Street, New York 15.

**THE
CHASE
MANHATTAN
BANK**

CHARTERED 1799

(MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION)

where are we headed?

2,534 million pounds for U. S. by 1960

U. S. coffee consumption in 1960 will total 2,534 million pounds, 17% more than the 2,166 million used in 1955, according to a marketing study recently made by the American Can Co.

The pattern of rising consumption, the study emphasized will be marked by important shifts in the market—mainly, an increase in coffee packed in cans and in the amount going into solubles.

Other 1960 forecasts made in the study are:

A canned coffee pack amounting to 1,030 million pounds, or 58% of all ground coffee. This compares with a 1955 figure of 950 pounds, 25% of the ground coffee.

A 30% share of the total coffee market for solubles, amounting to 760 million pounds of equivalent ground coffee, as against a 1955 share of 16%.

Steady or declining prices as a result of supply catching up with demand.

An increase in consumption, by that segment of the population 15 years of age and over, to 3.5 cups per person per day, compared with 3.1 cups in 1955.

The Canco study was made to help the company plan ahead to meet the demands of the coffee packing industry in the changing American market.

One paradox brought out in the study was that while coffee drinking has increased steadily, per capita consumption and total pack have declined in the postwar period.

"From a level of 20 pounds of equivalent ground coffee per capita in 1947," the report stated, "consumers reduced their total coffee purchase to less than 18½ pounds in 1954. Even the growth of the coffee-drinking population failed to stem the receding tide of individual coffee purchases. The total coffee pack—reflecting both consumer purchases and changes in inventories—has been slipping steadily to where in 1955 it was almost 8% below the postwar high of 2,349 million pounds reached in 1949."

The report explained that while consumers are reluctant to reduce coffee-drinking, they are also reluctant to increase their expenditures for coffee by paying what they consider to be unreasonable green market price increases.

"Instead, when coffee prices are increased they stretch their coffee," the report noted, "by making more cups to every pound. In 1947, the housewife made 45 cups of coffee from every pound of ground coffee. When the average price of coffee rose 24 cents per pound from 1949 to 1950, the housewife reduced her use of coffee and made about 52 cups to a pound of ground coffee. Again in 1954, when the average retail price of coffee jumped another 22 cents a pound, the housewife stretched her coffee pur-

chases even further, making 63 cups of coffee per pound of ground coffee.

"Unfortunately, this process does not work so well in reverse. Once the coffee drinker becomes accustomed to weak coffee, he rarely goes back to the stronger brew when coffee prices stabilize or even fall. Every major price increase in the past nine years has tended to push coffee purchases down to a new plateau from which the rising trend in coffee consumption must be resumed."

The report, while observing that prices were not the only factor offsetting market growth pressure in the postwar period, said that from 1947 to 1954 price rises resulted in a decrease in purchases.

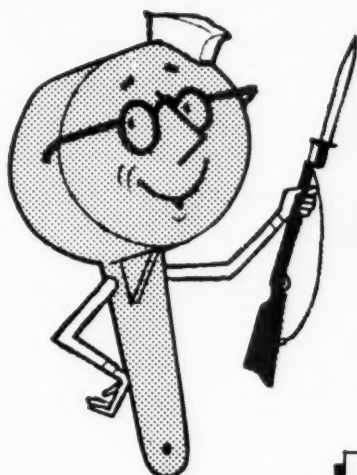
Canco said that the downtrend in coffee purchases was halted in 1955 and that sales now are climbing upward and are expected to continue to do so until 1960, when per capita consumption (over 15 years of age) is expected to reach 21 pounds. The company based this forecast on a moderate growth in the coffee drinking customs, stabilization of prices, an expected increase in per capita income, and a 7,000,000 increase in the coffee-drinking population.

The share of the ground coffee market packed into cans is expected to rise to 58% by 1960. This estimate is based on anticipated overall gains, past canned product performance and expected declines of other forms of packaged ground coffee. This will mean that 1960 canned coffee sales

(Continued on page 76)



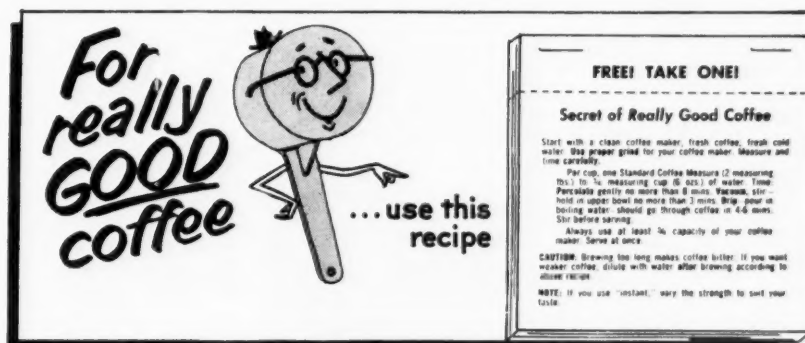
COFFEE CAN INSPECTION. Coffee cans are checked as they roll off a body maker at American Can Co.'s Hudson plant in Jersey City, N. J. The inspector shown here is checking the soldered seams of the containers to be sure they are in perfect condition. Canco lines produce coffee cans at the rate of up to 300 a minute.



"Here's 'Ammmo' for the war on watered coffee!"

Join up! Join the Pan-American Coffee Bureau's campaign to bring back good, full-flavored coffee. Order hundreds of "rounds" of P.O.P. ammunition and fire away for greater sales.

SHELF TALKER with handy recipe pad, size: 8 $\frac{3}{8}$ " x 3 $\frac{1}{4}$ " with ample space for your brand imprint.



INSERT-OUTSERT with complete recipes for all coffee makers, folded size: 2 $\frac{1}{4}$ " x 1 $\frac{7}{8}$ "—opens to 2 $\frac{1}{4}$ " x 7 $\frac{3}{8}$ ". May be inserted in your packages (cans or bags)—or attached to the outside of the package. Space for brand imprint.

MAT SERVICE with various sizes of art, headlines and recipes—complete materials plus suggested ways of using them.



If you have not received your Sample Kit of these "Full-Flavored Coffee" materials by January 20th, rush in this coupon:

PAN-AMERICAN COFFEE BUREAU
120 WALL STREET, NEW YORK 5, N. Y.

Please send Sample Kit of "Full-Flavored Coffee" materials to:

NAME _____

ADDRESS _____

CITY _____ STATE _____

brewing is your business

By EUGENE G. LAUGHERY, President
The Coffee Brewing Institute, Inc.

There is telling significance in the fact that while per cup consumption of coffee has increased the sale of the commodity has declined, that whereas the average yield per pound was some 46 cups in 1949 it has risen to an all-time high of 64 cups per pound today.

It takes no act of genius to determine what's happening. It is obvious that stretching not only has become the order of the day but is becoming the accepted method of preparation.

This condition bodes no good for the increased sale of the commodity in this country. On the contrary, it might well be exaggerated to a point where sizeable segments of consumers might give up the beverage.

If this trend is to be reversed, if the roaster is interested in increasing the sale of the commodity (which he most obviously is) conversion will have to start at "kitchen" level. This is a subject which, quite naturally, is dear to the heart of The Coffee Brewing Institute. It's a sermon it has been preaching ever since it formally bowed into the coffee picture back in 1952. From the outset it has sought the 'active' support of the trade by encouraging members to feature the very important subject of brewing in their advertising, by suggesting that clear, concise and authoritative directions be printed on can and package labels and by making the subject a basic theme for radio and television commercials.

There has always been an "interest" in the Institute. Originally it was prompted by curiosity—the "what are these fellows up to" attitude. More recently this interest has been intensified and inspired as the result of the significant and important contributions CBI has made to the trade. These contributions have found expression in the voluminous research, in the practical and authoritative information that has come out of such work, in the demonstrations that have been conducted throughout the country, and in the interest engendered among consumers through the do-it-yourself program.

In essence all of the activities mentioned, by their very nature, encourage greater use of the commodity. This is

more than a generality. In a number of specific instances poundage figures have materially increased as a direct result of the assistance rendered to roasters by members of the Institute field staff. The increased number of calls for such aid reflect the growing recognition the work of this organization is enjoying among roasters and their customers throughout the country. Such calls may have to do with assisting a company to establish a quality control program; a request by an equipment manufacturer to check the design of a new appliance; a restaurateur's desire for an analysis of the brew he is serving. Answers to these and other requests are based on technical research. Institute personnel can speak with the confidence that they know what they are talking about.

Earlier in this article we alluded to the Institute's desire for greater advertising and promotional support by coffee organizations and coffee roasters. Happily the first major move in this direction has been made by the Pan-American Coffee Bureau, which is basing a national advertising campaign on good brewing techniques, for the purpose of increasing coffee sales.

Such endorsements and backing of the Institute's work has been greeted with enthusiasm. It serves to focus attention on the most important single factor governing use of the commodity—brewing. Its appeal is directed squarely at the most important of all coffee customers—the housewife.

In this campaign every phase of the CBI operation is geared to spread the word of what has been done and what is being done with the information it has developed. Its personnel is being encouraged to stress the significance of this support and what it can mean to the roaster, the green man, the restaurateur and the consumer.

The Institute will continue to provide the factual and authoritative material from which good and persuasive advertising copy can be fashioned. In this area it has amassed a sizeable amount of information, ranging from data dealing with the preparation of the beverage to tests on brewing equipment.

Virtually all of the data is based on facts developed by technical research. This work has opened new avenues for determining brew quality, for establishing faulty preparation techniques, and for providing the remedial measures necessary to correct the trouble. In this con-

(Continued on page 63)

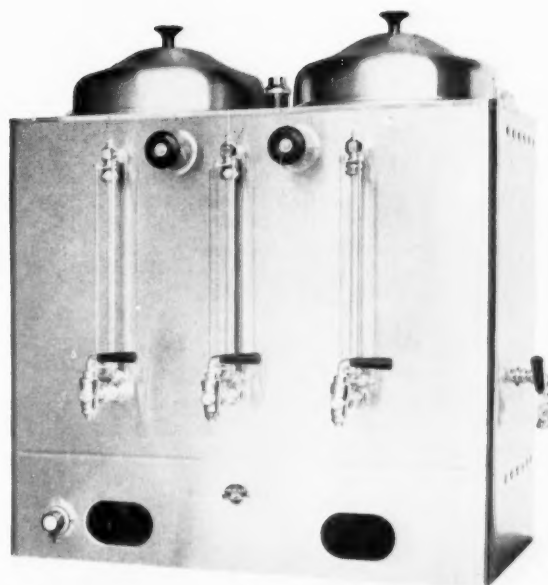




Good Coffee is . . .
. . . Good Business
so . . .

**WHY NOT LET A "McKIE URN"
EARN FOR YOU!**

Manufacturers
of Quality Coffee Making
Equipment to the Hotel,
Restaurant and Institutional
Trade for Over 30 Years!



THE McKIE MODEL AST SYPHON TWIN URN

J. H. McKIE MANUFACTURER
649 WALL STREET *Los Angeles 14, Cal.*

needed: an ounce of invention

By EDWARD E. VAN HORN, Director of Advertising
Pan-American Coffee Bureau

Some day, it would be interesting to make up an exhibit of some of the worst examples of coffee advertising and show it to a few roasters and their advertising agencies. After brand names and packages had been masked out, they'd observe (as we have) that it's difficult, if not impossible, to distinguish one brand's copy from another's!

Such an experiment would highlight the monotonous regularity with which "10¢ off" offers appear; the basic similarity of one brand's "save 1/4" and another's "use 1/4 less". It would demonstrate dramatically the crowded layouts, the dull, tired words. It might make us all ask whether it isn't possible (and plausible) that the sameness of this kind of coffee advertising is contributing to the consumer's attitude that "all coffee is the same—it doesn't matter which brand I buy". The point might be raised that if this coffee advertising causes this reaction among consumers, how does it create brand awareness?

About now, someone might say, "That's sheer speculation—can it be proved?"

Recently, a nationally-known advertising research organization made a presentation to the Bureau in which they showed us data on coffee advertising (both brand advertising and our own) which they have been accumulating for several years. They showed that regular coffee brand advertising was performing about 40% below the average of all other food advertising. Instant coffee advertising was slightly better than the average for regular coffee (perhaps because of its relative newness) but still about 25% below the food field average. Recent Bureau advertising is equalling the food average.

In terms of brand recognition and what is generally referred to in advertising circles as "impact", this means that the coffee advertisers whose material was studied are paying as much for their advertising as any advertiser, but getting 25-40% less measurable effectiveness than the average food advertiser.

If the foregoing is accepted, we might ask if there is anything we can learn from food advertisers that will help us improve coffee advertising. The answer, some believe, is "yes".

Advertising experts say that good food advertising combines "appetite appeal", news and service suggestion and

does it creatively (the "ounce of invention"). We tried this formula, for instance, in the Bureau's 1957 Iced coffee advertisement which showed several ways to serve iced coffee, all attractively photographed (appetite appeal), gave recipes (service suggestion) and was headlined "New Ways to Take an Iced Coffee-break" (news). The ounce of invention came through the first-time use of a distinctive, attention-getting "Dutch-door" device. This ad performed even better than we had hoped—even in the single-page, non-Dutch-door version.

The research people tell us that our "How to Make a Good Cup of Coffee" advertisement is another illustration of sound coffee advertising. The simple "how to" headline rates high on news value while the brewing directions given for each type of coffee-maker (drip, perc and vacuum) are so fundamental, yet so infrequently included in most coffee advertising, that they too help lift the ad well above the coffee average.

The above examples are not cited to show that Bureau advertising is superior to brand advertising for, after all, each is designed to do a somewhat different job. But it does seem that brand advertising could be more productive if it more closely followed the tested methods of successful food advertisers.

It may be argued that coffee lacks the inherent interest of other, newer food products, but the evidence, as shown above, would seem to refute such a contention and, in part, suggests that when presented in a way that helps the consumer her basic interest in better food preparation can be favorably associated with coffee.

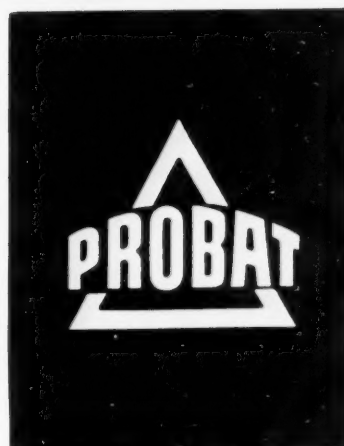
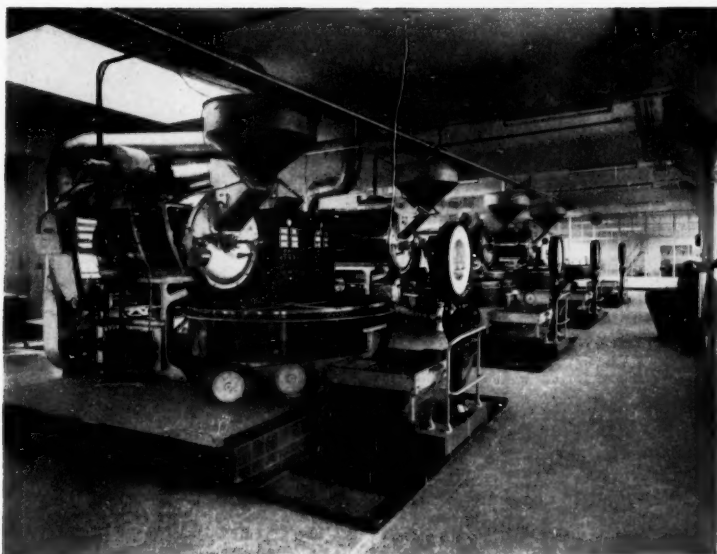
From this and other data, the Bureau has concluded that a campaign to tell the consumer how to make better coffee is sound and, in view of the long-time trend toward "watered-down" coffee, most necessary. We have also noted that the young housewife (our future as well as present consumer) is particularly ignorant of good brewing practices, frequently making as many as 75-80 cups per pound.

The advertisement that our agency has prepared to promote better coffee has only three elements: a large, beautifully photographed cup of coffee, a headline, and industry-approved directions for making the best coffee possible. This ad, they believe, combines appetite appeal and service suggestion to the highest degree we've achieved yet, which should in turn make this one of our most effective advertisements.

As is evident, the Bureau has been "sold" on this type of advertising for coffee. Yet we are well aware of the fact that since the deterioration of beverage coffee (through

(Continued on page 98)





THE PROBAT EXPRESSO COFFEE ROASTER — PROVEN THE WORLD OVER:

Solid Drum Construction—Self cleansing and free from danger of fire. Double Wall prevents tipping.

Aroma Control—A PROBAT EXCLUSIVE for locking-in flavor and aroma.

Modern Design—Attractive Appearance combined with few lubrication points for minimum maintenance.

Unique Heat Application—Contact as well as indirect heat guarantees four roasts per hour.

Available in sizes from 1/2 bag to 4 bags.

FOR THE AUTOMATION MINDED:

Automatic green coffee handling systems for making up blends and weighing batches. Delivers to the Roaster automatically, and remembers a different blend for each roaster in the system.

Green Coffee Cleaning and Multi-Cell Silo Storage, Full automatic Electronic Control Systems for the Charging, Roasting, Quenching, Discharging, Cooling, and discharge to the stoner.

A Fully Integrated Automatic Coffee Plant from the Green Coffee Dumping Station to the Discharge from Stoner.



Emmericher Maschinenfabrik • EMMERICH (Western Germany)

Founded 1868

Telephone: 1651

Cable: Maschinenfabrik

FEDERACION CAFETALERA DE AMERICA

FEDECAME

with her fourteen high quality coffee
producing member countries

COSTA RICA

ECUADOR

HAITI

NICARAGUA

CUBA

EL SALVADOR

HONDURAS

PANAMA

DOMINICAN REPUBLIC

GUATEMALA

MEXICO

PERU

PUERTO RICO

VENEZUELA

TAKE THIS OPPORTUNITY TO WISH MEMBERS
OF THE NATIONAL COFFEE ASSOCIATION
EVERY SUCCESS AT THE 1958 CONVENTION

Address your inquiries to:

F E D E C A M E

Box 739 San Salvador

EL SALVADOR, C. A.

the voice of coffee

By F. C. BYERS, Chairman
Public Relations Advisory Committee
National Coffee Association

As everyone knows, consumer attitudes are determined by influences from one source or another. And we think that most people will agree that consumer attitudes toward coffee have been steadily becoming more favorable. But we sometimes wonder whether everyone realizes how much "consumer-influencing" the National Coffee Association does in the course of a year. Let's, for instance, take a quick look at last year's record.

Throughout the length and breadth of the United States, and in Hawaii, Alaska, Puerto Rico, and Canada, the Association's voice was heard during 1957 by literally tens of millions of people.

Here in the United States, in school auditoriums, church halls and club rooms, the messages contained in the Association's film, "The Magic Cup," were conveyed to more than 1,350 audiences during the year. In addition, 94 television stations, with a total potential audience of more than 26,492,933, showed the film as a topic of public interest.

"The Magic Cup"

While we have no way of knowing the reaction of television audiences to our film, we do have reports from the teachers, program directors, and club chairmen who showed "The Magic Cup" to live audiences. The very large majority of these told us that the film was considered entertaining and educational, which means that it fulfilled the first purpose for which it was made. From these reactions, we can reasonably assume that the picture achieved its ultimate objective of making more and better friends for coffee.

Although the circulation of "The Magic Cup" was our principal vehicle for influencing consumer attitudes during 1957, we do not wish to belabor its success. There are, however, some other evidences of its acceptance which are worth mentioning.

Twenty-four of the Association's members have considered the film sufficiently valuable for name brand coffee promotion to warrant the purchase of prints. One of these members has had so many requests for showings to consumer groups that he bought a second print to double his audience potential. Also, The Coffee Brewing Institute has provided a print to each member of its Field Research staff and is offering screenings of the film as part of its highly successful "Coffeetime" program for clubwomen.

Since release of the film in February, we have found it necessary to double our print deposit with the principal distributors, which are now circulating 60 of them through

30 different film exchanges across the country. Prints also have been loaned to two business film libraries which have catalogued "The Magic Cup."

All told, there are, at present, well over 100 prints of this 26½-minute coffee public relations instrument circulating around the country. Furthermore, requests for the film's availability are increasing at an accelerated pace.

Another way in which the Association's voice is being heard across the nation is through the medium of a full page of pictures and text about the coffee industry in the publication, "ABC's of Industry," which has been placed in the hands of 1,250,000 school children through their teachers.

We have used this medium not only to tell the story of coffee in a graphic and memorable format—which, incidentally, appeals to adults as well as children—but also to announce the availability of both our booklet, "The Magic Bean", and our film, "The Magic Cup".

The "ABC's", unlike other periodicals, remains in the student's curriculum throughout the school year. In the spring, the classes are assigned projects to work up on coffee and the other topics. Cash prizes for both the students and schools submitting winning entries are awarded by the publishers.

Within two months of the date on which this publication was mailed, we had student requests for more than 5,000 copies of "The Magic Bean", and over 100 requests from teachers who wished to show "The Magic Cup" at their schools. At this writing, we are still receiving more requests than we can conveniently handle.

Youth market

We reached the youth market with our coffee messages in still another way during 1957. The October issue of Co-ed magazine, which never before had carried editorial copy on coffee, broke precedent with a full page, illustrated article inspired by the Association's public relations staff and developed by the magazine's editors. The article reminded Co-ed readers of the important role which coffee plays at home-socials, gave correct brewing procedures, and suggested that they take a coffee break for themselves after serving their parents and guests.

We have reviewed here only some of the different ways in which the Association has been influencing current and future coffee consumers during the year. We have not mentioned our fourth successful participation in the annual convention of the General Federation of

(Continued on page 116)

JUST ONE SIP WILL CONVINCE YOU

*there is no finer instant than
East Coast Private Label!*

Here's an instant made of Real Coffee and nothing else! Only full-roasted sweet drinking coffees are used, in a full-flavored and aromatic blend. East Coast Instant is rich, heavy bodied, fragrant. Our special clarification process removes all fats and oils. This gives extra long flavor life to this remarkable product.

East Coast Instant is the result of 60 years NATHOR experience. You know the famous NATHOR name; you can rely on it!

No matter what private label brand you may now be using, it will pay you to test East Coast in comparison with it. Even coffees selling at a much higher price. For it's an open secret in New York's coffee district that East Coast has developed one of the finest instants to reach the market yet.

Everyone we know that's tried it, wanted to buy it! Send for your sample today and see what is causing such a flurry of excitement in the New York market.

East Coast Coffee Corp.

601 W. 26th ST., NEW YORK 1, N. Y.

Tel.: BOWling Green 9-0148—9-0149

Cable Address: NATHORCOF, N. Y.

*Congratulations to the National Coffee Association on its 48th
year of service to the Coffee Industry.*

let's keep our public relations good

By GILBERT COBURN, Director of Public Relations
Pan-American Coffee Bureau

The coffee industry is currently in a period of rather cordial relations with the United States consumer, and vice versa. To put it another way, our public relations at the moment are comparatively good.

There is, in an era of good feeling, a very human temptation to forget about the unpleasant and too frequent times in recent years when the coffee industry was being subjected to uninformed and often unfair criticism from public officials, editors and consumers. As a result, the tendency is to turn our attention to problems apparently more pressing than public relations.

This might be all right if it were really true that "sticks and stones can break my bones, but names can never hurt me". Unfortunately, names have hurt the coffee industry in the past, and have hurt it severely. We have not yet really recovered from the 12% drop in consumption which took place three years ago. Much of the lambasting that the industry took at that time was attributable to sheer lack of public understanding and the absence of any reservoir of public goodwill for the industry.

The one good thing that can be said about the industry's trials and tribulations in 1954-55—and earlier—is that they focused attention on the importance of public relations and brought about a considerable effort in this essential field of endeavor. The results of this new interest and activity are now beginning to be apparent.

Within the past year or so, the coffee industry has several times been in the news, with threats of investigations, editorial condemnation and signs of consumer resistance. Yet nothing serious took place. Public officials took a more understanding attitude, influential editors said there might be another side to the situation, the public did not react violently.

To those watching these developments day by day, gauging public opinion and published statements, it was obvious that the industry's public relations work was bearing fruit.

This public relations work is made up of many things, carried on by various organizations and agencies in the industry. It may consist of conversations with key opinion leaders, news releases, informative booklets, films on coffee, talks before clubs and organizations, magazine articles, photo exhibits of coffee growing. These things, multi-

plied a hundred times, have succeeded in the past few years in giving the public a better understanding of coffee and coffee's distribution. This has been true even though these public relations activities have been handicapped by lack of money and manpower.

Public relations is not something that can be turned off and on like a spigot. To be worth the name, it must be long-term and long-range, carefully planned and carefully executed. Rather than being called upon to put out fires, it is at its best when it is being used intelligently to prevent fires from starting. This is why today is not a time when the industry can afford to relax its public relations efforts.

Facts and figures and information about coffee are much more acceptable to the average person when he feels that there is no obvious "ax-grinding" involved, when he is not already bitter because of price rises or some other situation.

We are speaking here of public relations for coffee both in its broadest and its narrowest aspects. In its broadest meaning, it encompasses virtually everything that almost everyone in the coffee industry does, consciously or unconsciously, that creates public opinion, both good and bad. In its narrowest sense, public relations for coffee is the job assigned to organized public relations programs carried on by specialists who represent trade associations and individual companies.

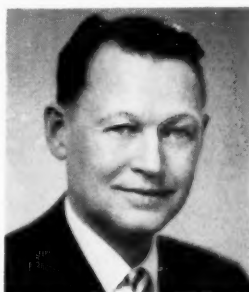
These organized programs have contributed tremendously to coffee's better public relations, but even under the best of circumstances the job of public relations that is really necessary must be the broad kind in which everyone in the industry has a part to play.

What is this job?

If every consumer knew as much about coffee as do members of the industry, knew of coffee's production problems, of the many advances made by the industry, of the work and time and skill that goes into putting a pound of coffee on the shelf, there would be little or no criticism or ill-will under almost any foreseeable circumstances.

Elmo Roper, the public opinion pollster, has said that informed people tend to have moderate opinions, while those who are largely ignorant of the facts are the most violent and vocal in their outbursts.

Teaching every consumer all there is to know about coffee, of course, is an unattainable goal. But giving every consumer an idea of some of the more pertinent and interesting facts about coffee, the commodity and the beverage, is certainly an objective that can be realized over a period of time.



GREETINGS

*to the 1958 Convention
National Coffee Association*

C. A. MACKEY & CO., INC.

91 FRONT ST.
NEW YORK, N. Y.

•
NEW ORLEANS, LA.

•
PORT AU PRINCE, HAITI

•
CIUDAD TRUJILLO,
DOMINICAN REPUBLIC

REPRESENTING:
LEADING PRODUCERS IN AFRICA

REPRESENTING:
McFADDEN & CIA., LTD.
SANTOS, BRAZIL

REPRESENTING:
JESUS M. LOPEZ & CIA. SUCS. LTDA.
MEDELLIN, COLOMBIA

coffee needs research

By DR. ERNEST E. LOCKHART, Scientific Director
The Coffee Brewing Institute, Inc.

The only objective of scientific research is to uncover information about things and to make information available to anyone who wants to use it for a practical purpose.

Generally someone asks himself or someone else a question about something to which there is at the moment no answer. He may continue to ask other people he meets or look in books and encyclopedias to no avail. Eventually, if he is sufficiently curious and persistent or if the answer is needed urgently enough, he will seek out a place where the work necessary to give him the answer can be done.



If the work required to provide the answer involves chemistry, physics, engineering or mathematics, he will look for a place where scientific research is done. The scientist will discuss the problem to clarify the question and organize a program by which the problem can be solved.

His first task will be a search into everything that has been written on the subject to make sure the answer cannot be obtained from the work of other scientists. If this is unsuccessful, he then plans the experiments, finds or derives methods to gather facts, and finally arranges and interprets the facts into an answer to the problem.

The answer will allow the one who asked the question then to decide what action will be taken.

In spite of the fact that coffee has been consumed in one form or another for a thousand years and has been studied scientifically for more than a hundred years, there are many questions that can be asked about it for which there are no answers. For example, what does a green bean contain? Or more specifically, what does a Santos bean or any other bean that enters into coffee commerce contain? The chemists who have analyzed coffee beans have not yet provided enough facts to answer these questions.

What happens in the green beans when they are roasted to make the beverage prepared from them acceptable or unacceptable? What is coffee aroma or taste? Why are some beans more sought after than others?

How should the beverage be prepared to give the best flavor? Why does the flavor of beverage change on standing, and what can be done about it? Why does water from different parts of the country make the beverage taste differently and what can be done about it?

One hundred years of work still has not yielded enough information to answer these and many other questions.

Why does coffee need scientific research? The basic and most practical reasons are to provide a solid foundation for commodity advertising and promotion, to develop knowledge that will enable the grower to produce better green beans, the roaster to manufacture better roasted beans, the equipment manufacturer to design better equipment and to teach the food service operator and the homemaker how to get the best out of the product supplied them.

Scientific research also provides information that can be used practically and beneficially to eliminate misinformation, heresay and opinion. These fall beneath the weight and force of argument supported by fact. Today, more than ever before, the coffee industry needs facts.

Five years ago the coffee industry—growers and roasters together—realized to some extent that coffee was living in the past and had become static. It came to the conclusion that it must arouse itself from its long period of lethargy and become dynamic. The important result was the formation of the Coffee Brewing Institute, whose duty and objective it was to find the facts to answer questions, to assist in correcting false impressions, to solicit cooperation among roasters, equipment manufacturers, public feeding groups and the consumer, to aid in the development of sound promotional material.

Starting with nothing but enthusiasm and belief in the idea that research was necessary and would be helpful to the industry, a fresh and uninhibited viewpoint, and a small amount of money, the Institute began to move. Although five years is a short time, research, because of its nature, must go forward. Every fact it discovers is a solid brick in the building of progress. Every fact is a piece of the puzzle that will eventually become a picture.

What has the Institute done in five years? First, it has developed a source of information about what has been done and is in a position to know whether questions asked can or cannot be answered. As its information

(Continued on page 101)

From San Francisco
we send our Best Greetings
to the members and guests of the
National Coffee Association
for a most successful convention
at Boca Raton.

E. A. JOHNSON & CO.

166 California St.

San Francisco, Calif.

CONTINENTAL COFFEE COMPANY

IMPORTERS



— ROASTERS

MAIN OFFICE: 2550 NORTH CLYBOURN AVE., CHICAGO

GREEN COFFEE OFFICE

109 FRONT STREET, NEW YORK, N. Y.

Cable Address:

CONTICAFE, NEW YORK

today's changing coffee world

By MARK HALL, San Francisco Representative
Coffee & Tea Industries

In trying to name the most important event that has happened to the coffee industry during 1957, it must be admitted that the Mexico City conference stood at the top, or mighty close to it. That the end for which it was conceived has already been gained, in part, could hardly be denied. The consuming public is already paying the price for its initial success.

What is good for the producing countries could be good for this country also. If the power of this organization of producing countries is used wisely, orderly marketing without a squeeze on prices could be the result. A collapse of coffee prices, with all its implications, would not be good for this country, and disastrous for producing countries.

Resistance point?

If the desire for profit by the coffee countries overrides sober economic judgments, great surpluses could be built up and consumption of coffee curtailed. History has proven that one dollar or more for a pound of coffee is the resistance point for the consumer. History could also prove that, for the long pull, high coffee prices—if pushed too high—would not be sustained. What the industry wants is stabilization, and at a price level which allows all to live.

As for the market itself, the most significant movement seems to be the long decline from the January highs for nearby March futures of 58.95, with a short respite in June, and then down to the lows of late September for nearby December futures at somewhat below 48.

The decline in milds was even more drastic. Most coffee men did not anticipate the usual fall squeeze during the in-between season for Centrals. They blamed the decline on the statistical position of coffee, with its threatened great surplus.

Low inventories?

When prices turned about in late September, 1957, it was said to be more the result of the low inventories of roasters, their protracted buying, and not the anticipated Mexico City conference.

At the present writing, the coffee market is strong, especially the milds. Brazil nearbys, as quoted on the Exchange, are around 56. Opinion here is that they would not go over the high figure of 58 attained last January. Time only will tell, however.

As things now stand, the restrictive measures of the producing countries may have restored the market to old

levels and to what might be termed normal spreads. For the past several years a low point for nearby Brazils has been a cent or two on either side of 50 and a high of around 58. This seems to have been the range of market fluctuations. In other words, whenever the market approaches the high points, resistance develops, and whenever the low points are reached, buying begins.

A roaster was asked if, in the face of the Mexico City agreement, he thought that the market would go higher than, for example, last January's highs on Brazils. He said he did not know and would venture no opinion. He was then asked if he would buy at these highs and he said not if he could help it. In these resistance points is the hope for control of excessively high prices.

From now on, the answers are more in the political realm than in the economic, at least for the short pull. If the agreement holds, it will be hoped that the power of the producing countries will be used to stabilize prices at a reasonable level.

Hopeful sign?

One hopeful sign in the method of operation of the conference is the effort to establish orderly marketing, rather than to control prices. Of course, influence on prices is the end result. This method has been used in this country and especially California, in the marketing of its fruits. Adjustments of shipments to any one market to the ability of that market to absorb the offerings was the principal behind this type of control in California. Grading was part of the selective process in making shipments. It worked successfully and was done on a voluntary basis. This is not the same as the present government buying plan for surpluses at a fixed price.

Sometimes changes are in process and nobody knows what is happening. Is there any such change taking place in coffee marketing today? A green man here and there does think so, and others are not so sure.

Here is how it goes. With the increase in size of the great roasting companies, there is a tendency to go direct to the producing countries to make their purchases. For some of the biggest, it is already being done. But does that necessarily mean that the methods of the giant can become universal? Will it put the green man out of business?

For a parallel take the chain stores. They buy direct from manufacturers of food, producers of farm products

(Continued on page 112)



THE GREAT ATLANTIC & PACIFIC TEA CO.

**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**



Represented in

BRAZIL AND COLOMBIA

by the

AMERICAN COFFEE CORPORATION



MORE VESSELS ARE AT YOUR SERVICE WHEN YOU SHIP VIA PORT OF SAN FRANCISCO

Port of San Francisco has the highest frequency of general cargo and cargo-passenger sailings on the West Coast—an average of more than ten every day.

The major steamship lines have their West Coast home terminals and offices here.

More than 200 lines and agents offer regular connections with over 300 other ports of call.

Truck and rail service inland is unsurpassed.

... all good reasons why you'll save valuable time if you specify "Port of San Francisco."

OFFICES IN: Denver • Chicago • Washington, D.C.
New York City • London • Tokyo • Kobe • Penang
Hong Kong • Swettenham • Singapore • Sydney
Melbourne • Brisbane • Auckland • Wellington
Sacramento, Fresno, San Jose, California.

supply, demand and agreements

By E. A. JOHNSON, E. A. Johnson & Co.
San Francisco

Mr. Johnson is a member of the Advisory Committee of the National Coffee Association—but the views in this article, he emphasizes, are his own, and in no way speak for that committee.

I was asked these very pertinent questions:

"Where is coffee in the United States market?"

"Where is it headed?"

In my attempt to answer these questions, I will state my views only as an individual, and by no means should they be construed as coming from a member of the Advisory Committee of the National Coffee Association, as they touch on so controversial a subject that there are bound to be many differences of opinion.

Let us look at the situation as a worldwide industry, in which we should all be interested.

First and foremost, there is no actual physical shortage of coffees in the many producing countries of the world, but there is a shortage of consumers. So, of course, we must secure more consumption per capita to keep pace with the ever-increasing supply situation.

The oldest law known to man is "supply and demand." No, you *can't* beat it, and in years gone by, many countries have tried it on other commodities than coffee, curtailing supplies with the usual results—higher prices for a while, a heyday for the speculators, and then the inevitable.

I doubt if there is anyone with more sympathy for the farmers and handlers in the producing countries than the writer, who still visits Central and South America every year, covering a period of 25 years. He more than appreciates the many problems confronting them. However, at the same time, while they have their problems, I don't mean to indicate it is a one-way street, as no doubt there are many in the industry in the U.S.A. who also have their difficult problems to solve.

The number one problem today is inflation, which in many countries is getting out of control. Yes, it is a most serious world problem. In respect to inflation, food, wages and all expenses are continually rising in the coffee producing countries. This of course, is also true in our own country.

Governmental expenses are no exception, and in formulating the annual budget in many of the producing countries, the export taxes on coffee are the principal sources of

revenue. It does not take too much imagination to see who is bearing the brunt of the burden. Yes, the grower.

In 1954, we experienced an all-time high in green coffees, approaching very close to the dollar-per-pound level for green coffee. There is no doubt but that there were extenuating circumstances at the time, making higher prices justified, but again, the situation got out of hand—no doubt caused by the speculator—and again, the inevitable happened, throwing the whole industry into a tailspin. The housewife screamed loudly, rebelled, and used less coffee and more water.

Prior to 1950 we used approximately 46 cups to the pound of coffee, and now, according to the latest statistics it has mounted to 64 cups per pound. Many in the industry blame this on the high price the housewife had to pay at the corner grocery store or supermarket. This was joined with a lot of adverse criticism and unjust publicity, political and otherwise, of the high coffee prices.

At the start of the 1957/58 crops, the producing countries were faced with declining prices. In fact, it was getting to be a very serious situation. So the Central and South American countries got together at a meeting in Mexico City, formulating an agreement, with quotas in particular, which did stop the declining prices.

There is no question that the governmental heads of many of the different producing countries well know the problems, and are doing their utmost to overcome them in an orderly fashion, such as in the agreement mentioned above, which they hope will bring forth an orderly marketing of their crops in keeping with the present consumption of the world markets. There are bound to be many hitches and bad spots to conquer in formulating such an agreement between so many different countries, but the need for some sort of immediate action was imperative.

I feel that the trade in general in the U.S.A. is for just and fair prices for the producer, since for an industry to prosper, *it must be lucrative and profitable for each individual segment of it.*

Where is the coffee in the U.S. market? As to the imports, it is right on top of the list. A fine, solid, substantial, several-billion-dollar, industry, it will continue to grow and prosper under good leadership.

Where are we headed? There is only one direction, and that is forward—with good merchandising, more and more A-1 and honest publicity and advertising, putting out the best cup available, and getting our ever-increasing population to use coffee in the manner and quantity it should be used.

In other words, more consumption is the answer to going forward.



M·J·B CO.

COFFEE • TEA • RICE



Branches

665 THIRD STREET

San Francisco, Calif.

LOS ANGELES • PORTLAND

SEATTLE • SALT LAKE



AMERICAN
TRUST
COMPANY
♦
BANKING
Since 1854

COFFEE

American Trust Company has long played an important part in the financing of all phases of the coffee industry. We are keenly interested in maintaining and building the San Francisco Bay Area's position as one of the leading coffee centers in the nation. We invite inquiries regarding your financial needs.

HEAD OFFICE
SAN FRANCISCO

Resources Over \$1,500,000,000.00

Member Federal Deposit Insurance Corporation

offense or defense?

By ARTHUR L. RANSOHOFF, President
A. L. Ransohoff Co., Inc.

This is not a dissertation on the virtues or faults of the maneuvers of the current leaders of the National Football League. It is, however, an attempt to give the viewpoint of a green coffee merchant in New York City—comments on the actions of a few influential sovereign states to influence prices of an important worldwide commodity.

It is doubtful that any thinking members of the United States coffee fraternity wanted to see the prices of coffee decline to such levels that it would be ruinous to the coffee-producing countries.

It is obvious that it would be detrimental for coffee prices to decline to levels that would adversely affect our neighbor to the South. Defensive measures to correct a severe decline in price seems to be an intelligent approach to self preservation, at least to afford survival to several national economies.

It has proven beyond any doubt that the decline in the price of roasted coffee to the consumer stimulated the sales of roasted coffee in this country. After the declines during summer, the 1957 total roastings that were lagging behind 1956 for about eight months picked up, caught up with and passed the 1956 total. As this is being written, the 1957 total is 101.8% of 1956. We did not catch up with 1956 until the week of October 30th, according to "Complete Coffee Coverage".

Roast prices in this country were reduced early in September, and according to Paton's figures, roastings increased simultaneously. How much proof do architects of pricing schemes need? Coffee, as well as all commodities, is grown to be sold. Ways and means to sell more coffee should be the ambition and desire of everyone connected with coffee in any way.

It is reliably reported that the IBC currently owns, or holds, 75% of the stocks in Santos and about 90% of the Rio and Parana stocks. Brazilian merchants or growers owning coffee enroute to the seaports are forced to hold their coffee and await permission for their coffee to be allowed into the seaports for export. All this with huge surpluses in the offing. Space is too limited to go into the details of the machinations of coffee in Brazil.

In the recent past, the American trade has been able to justify advances in roasted prices to the public. Any

advances in roasted prices brought about by the offensive measures taken by certain producers will be very difficult indeed to explain, or "sell", to the American consumer who, we have learned in recent years, has much to say about the price of coffee.

brewing is your business

(Continued from page 48)

nection, it is now possible for the Institute to evaluate a cup of beverage coffee produced in any given device with any given grind, utilizing any given type of water, or employing any specific means of putting water and coffee together. This represents a highly useful tool to the roaster, to the equipment manufacturer and to the public feeder for maintaining control of brew quality.

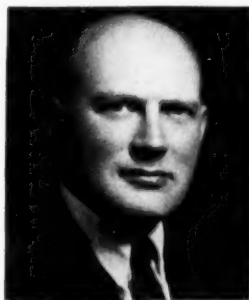
The point to bear in mind about any communication campaign, whether it be advertising, promotional or educational, is that the merchandiser as well as the buyer must be sold.

Until the present, Institute efforts in this connection were necessarily limited. For the past three years its representatives have been stumping the country demonstrating the virtues of good brewing practice before roaster groups, restaurant associations, schools and home economists. They have taken the technical research story to the "firing line," given it expression and practical application where the findings yielded to such treatment, and have assisted roasters and public feeders to solve problems where their advice has been solicited. Early in the campaign the trade cocked an interested ear. With the passage of time, there has been mounting evidence of the effectiveness of this approach. Roasters large and small, public feeders operating single units or a chain of establishments, have taken advantage of what has been offered. The proof of their satisfaction rests in the fact that today these people are the Institute's greatest boosters, and that in a number of instances they have profited as the result of having adopted CBI suggestions.

In itself, this record is impressive and revealing. It is a clear-cut indication of the fact that all segments of the trade and its customers are definitely amenable to listening, and even to adopting measures when convinced that they will better their product and contribute to profit.

But what's been told and what's been done is only half the story. The balance lies with the roaster and with other coffee organizations. What they have learned and

(Continued from page 104)



ENRIGHT BROS.

Green Coffee

AGENTS

BROKERS

102 Front St.

New York 5, N. Y.

NOW JUST ARRIVED

New ... the true flavor of
real Espresso coffee ...
yours in an "INSTANT"
... by Martinson's,



MARTINSON'S
JOMAR
AFTER DINNER
ESPRESSO



coffee's major disease

By EDWARD BRANSTEN, Director
National Coffee Association

Mr. Bransten is with the M.J.B. Co., San Francisco, packers of M.J.B. Coffee and Tree Tea.

The subject which is most in my mind is what I term *the major disease* of the coffee industry of the United States.

While moaning over our small consumption and inroads other beverages have made, we overlook the fact that the coffee industry has itself very much to blame for this condition.

Who of us has not frequently heard it said that coffee does not taste like it used to? The answer to this question is that those who say it are quite right—it does not taste like it used to, and for a very good reason. The average cup of coffee in the United States is not as good as it used to be; in fact, as an illustration, it is almost impossible to get a decent cup of coffee in restaurants and hotels in the United States, even in the most high class places.

We are simply faced with the fact that the beverage consumed by the average American has been downgraded to the point of where it produces diminishing returns, and, in my opinion, the fault lies largely with faulty and improper brewing.

There are many causes of improper brewing well known to coffee people, but the major one is the watering of coffee.

Unfortunately, we roasters do not deliver the finished product to the consumer. If we did, we should have to be far more on our mettle than we are, and it would have made much more difference than it does today as to what kind of coffee we deliver.

Nevertheless, in our anxiety to get business, we have been very much responsible ourselves for encouraging the watering of coffee. This is a bobby trap into which the coffee industry has fallen, and it has been very much encouraged by the industry itself. Coffee people must know by this time that there is no substitute for using the proper quantity of coffee to obtain a flavory brew.

Higher roasting, finer grinding, longer brewing, pressure urns, etc., are no substitute for true strength of flavor in coffee.

The first fraction of volatiles which impart the most important elements of coffee exist only in small quantities, come out first, and can only be imparted to the beverage with the use of ample coffee.

What has been the effect of deteriorating brewing methods on the industry? The first result is quite obvious: less ground coffee is consumed, but a far more subtle and lasting effect of this policy is that less brewed coffee will also be consumed, because Mr. and Mrs. Consumer will subconsciously drink less of an inferior cup of coffee.

The Coffee Brewing Institute has done excellent work for the industry. Its recommendations, in the opinion of the writer, are proper and should be followed. However, it must have the fullhearted cooperation of all elements in the industry.

Only in this way can fair competition be restored and the consumer provided with a better beverage than he or she is now receiving.

spotlight on marketing

(Continued from page 32)

ness relationship between roaster and restaurateur. In short, this appears to be the year when the coffee industry's rallying call might well be "To Market! To Market!"

The symptoms of the so-called "revolution" in American marketing techniques are visible on all sides. These symptoms offer businessmen impelling reasons for wider and more constant research to determine the direction and pace of the retail stream.

Modern marketers are watching not only Mrs. Consumer's taste trends, motivations and migratory habits. They are also carefully monitoring changes in the field of distribution. As well they might, for trends in this particular field have been radical.

Consider, as examples, the current facts that "Suburbia" has mushroomed enormously as a marketing center, that some forecasters predict that non-food lines will dominate supermarket floor space within ten years, that the success of "drive-in" markets has drastically changed point-of-sale promotion techniques and impulse-buying habits, that "farmers' markets" are flourishing, and that at least one supermarket chain will soon have vending machines stocked with an assortment of some 2,000 items and operating outside the store on an around-the-clock schedule.

To modern marketers, such symptoms as these—and they are, as we have said, evident in many fields other than distribution—are developments which command new research, foresight and initiative. The coffee businessman must, more than ever before, accelerate his marketing if he is determined to hold his position in the competitive race.

Needless to say, many companies in the trade have long been aware of this revolution in modern marketing and the new strategy it dictates in terms of research, packaging

(Continued on page 67)

LEONIDAS LARA & SONS INC.

99 WALL STREET



NEW YORK 5, N Y.

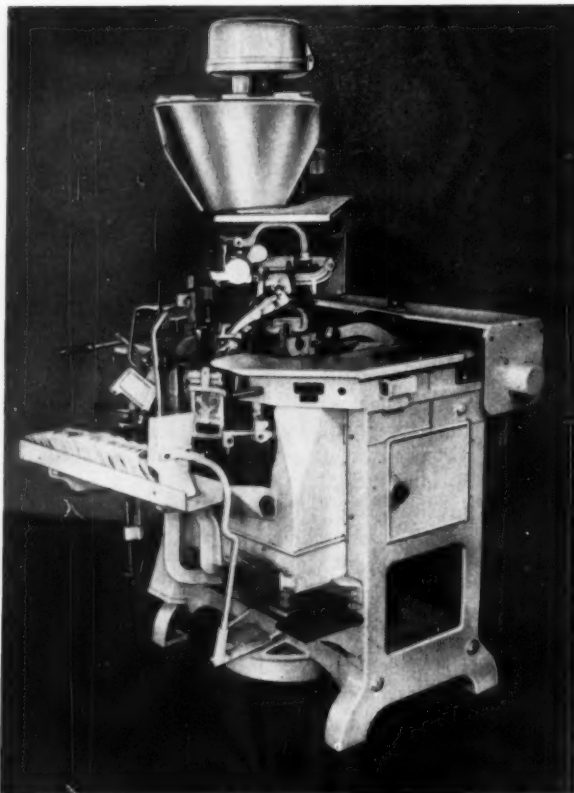


Telephone: Dlgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

Fine Colombian Coffees



HOELLER

Full-Automatic Flat Bag Filling and Sealing Machine

Saves time, money, labor and space by combining filling and sealing operations on one machine.

Can be used for glue or heat-sealing—or will combine both sealing methods.

Ideal for packaging coffee for glass coffee-makers.

Write for illustrated, descriptive folder.

ULBECO, INCORPORATED

484 STATE HIGHWAY #17

PARAMUS, N. J.

where did



the customers go?

By JEROME S. NEUMAN, President
Martinson's Coffee, Inc.

If reincarnation were a proven fact, coffee roasters would never have to worry about finding new customers. Unfortunately, so far as we know, reincarnation is only a pleasant day dream. And so is the belief of many roasters that as youngsters mature into adults, they will naturally become coffee lovers.

The truth is that the coffee industry has made no active efforts aimed toward winning over young people to our product. In theory we talk about reaching teenagers with goodwill messages about the pleasures of coffee. In practice we wait until they become active consumers, responsible for making coffee purchases, before we make any effort to reach them.

This wait-and-see attitude is losing us future customers to our competitors. While we wait for the young people to grow into adults, our competition spends millions of dollars educating them to the virtues of their products and the "harmful" effects of coffee.

Let's look at this great, potential market of teenagers statistically. For one thing, teenagers are getting married younger. Approximately one third of the girls getting mar-

ried today are under 21. And more than half of the first born children being brought into the world are born to teenage mothers under the age of 19.

These new homemakers have been only slightly influenced by the food preferences of their parents. They haven't shown much interest in food preparation activities until their middle teens and until they are married.

We can no longer depend on the "word of mouth" recommendations from mother to daughter to sell our products for us. We must create a desire to buy among these young people.

How many times have we heard that coffee is harmful to the under-sixteen-year-old set. Yet the same people who warn against serving coffee to these youngsters gleefully serve them beverages which may be more harmful in the long run. But what are we doing about it?

If we are to continue to grow in the future, we must build our new customers now, before our competitors convert them to other beverages. We must completely refocus our sights and aim a goodly portion of our advertising and marketing ammunition at the teenagers.

spotlight on marketing

(Continued from page 65)

ing, distribution, advertising and sales campaigns. There are some coffee firms, however, which have not moved their "modus operandi" along with the prevailing tide.

The ironic fact is that coffee has succeeded in selling at least part of that "One More Cup," only by the addition of more water per cup brewed. But our objective during 1958 is to make a real stride in the direction of our goal by selling a "One More Cup" which is properly brewed and full-bodied.

This will call for wider research, more appealing packaging, more efficient distribution, more productive advertising and intensified sales campaigns. And while the successful execution of all these functions require meticulous planning, we must remember that competitive beverages are also "casing" the modern marketplaces and "loading for bear."

The National Coffee Association plans its conventions with the conviction that delegates want a business agenda that will stimulate their thinking. We believe that our members concede the possibility that, immersed in their own company's traditions and procedures throughout the year, they may overlook or may not have appraised thoroughly the latest innovations in all aspects of the coffee business.

At our 1958 meeting, we are attempting to highlight several characteristics of the newest trends in merchandising—in our own industry as well as in comparable trades.

That is why we have called upon speakers who have had wide and successful experience in one or more of the specific practices which are part of the skill of moving more goods into consumer homes. That is why, this year at Boca Raton, we are looking forward to a lively and fruitful meeting when we dim the auditorium lights and turn, at dead-aim, our "Spotlight on Marketing."

DE HOPE GOLDSCHMIDT

CORPORATION

129 FRONT STREET, NEW YORK 5, N. Y.

Members: N. Y. Coffee and Sugar Exchange;
Green Coffee Ass'n. of N. Y. City, Inc.; National
Coffee Ass'n. of U.S.A.; Tea Association of U.S.A.

MILDS	MILDS	FINEST MILDS
"MANA"	"ROMA"	"LA TAZA"
"COPEC"		"LA MESA"
and		
"EXCAXA" GENUINE COATEPECS		

400,000 60-kilo bags NEW CROP Mild Coffees grown in mountainous State of Veracruz under ideal climatic and soil conditions. These coffees are washed, steam-dried and processed in the most modern coffee equipment. Expected production expertly handled by our exporting Group of nine Associates each a self-contained unit working towards the obtention of a **real** quality product. Shipments are rigorously supervised, cup-tested and additionally guaranteed by exclusive sellers to all markets.

EXPORTADORES DE CAFE DE JALAPA, S. A.

Edificio "Excaxa"

AVE. M. AVILA CAMACHO, JALAPA, Ver. (Mexico)

Cables: EXCAXA

Telephone: 38-55



A cordial salute to the members of the National Coffee Association attending the 1958 convention at Boca Raton, Florida.

focus on the discounts

By MALCOLM J. FORBES, Merrill Lynch, Pierce, Fenner & Beane

For obvious reasons, many people shop in discount houses and cut-rate stores; they wish to buy at the lowest possible price. The same motive frequently attracts people to the coffee futures market. For it is often true that *nowhere in the world can coffee (of like quality and delivery) be bought more cheaply than on the New York Coffee & Sugar Exchange*. The reason, in the main, is the discounts that prevail in futures relative to spots.

Best testimony to the impact of these discounts is the success, in post-war years, of a systematic buying program in futures. The procedure in an operation of this kind is simple. It involves purchasing a futures contract at a discount, later selling it and simultaneously buying a more distant contract at a further discount. The idea is, if buying at discounts can be continued indefinitely, profits on the discounts rise without limit; ultimately, these profits outweigh any loss due to a decline in price level.

Let us say that a trader commenced this program two years ago in the B contract and adhered to it until today. We assume he dealt in ten contracts and "switched" to a new discount position at regular two-month intervals. In that case, his profits would now exceed \$60,000 after payment of all commission charges. The same program run during the last year alone would have netted nearly \$25,000 on ten contracts. Yet in this same period, Santos 4, the basic delivery growth on the B contract, experienced negligible price changes. In other words, systematic discount buying resulted in a considerable gain, even though the price level did not change significantly. In both periods, ownership of actuals brought no profit at all; ownership of futures was conspicuously rewarding. In fact, spot prices would have had to decline over 16¢ before losses would have been incurred on this program during the last two years.

Risk diminishes

There is one intriguing fact about the risk in buying discounts. The more often one is able to take this risk, the more the total risk diminishes.

Does this mean that "buying the discounts" is a sure road to financial success? Given the record of the past two years, can anyone who buys ten contracts systematically in the next two confidently expect to reap a \$60,000 return? Of course not! It is conceivable that spot prices may fall more precipitously than they have in the past. It is conceivable that discounts—though attractive today—will become more meager—or even non-existent, in the future. It is best to be aware that discount buying may have pitfalls as well as

promise. Certainly, it matters whether the market is moving up or down when one initiates such a program.

Nevertheless, the existence of discounts in futures should be a vital consideration to *everyone* who buys or sells green coffee. For it is basic that the discount in a particular futures contract allows—more or less adequately—for presently conceived price risks. If expected weakness does not materialize, then futures will move up, erasing their discount under spots. Even if bearish expectations are fulfilled, the discount provides an appreciable cushion against declines. Because of the discount in futures, it is likely to require major adverse developments to effect any permanent lowering of those prices.

What is a discount?

It should be clear to everyone just what the discount is, and what it is not. A discount—even a wide one—is *not* (ever!) a guarantee against losses. A discount is some inducement to consider a long position. Regular "program buying" in an adept way of adding up the discounts. Yet even here, circumstances do not always spell success. *Discounts must always be evaluated in the light of the underlying conditions of the market.*

What conditions are especially pertinent to evaluating discounts today. As we see it, the current coffee picture has three conspicuous features:

1. This season (1957-58) world production exceeds use by several million bags. But producer countries, mainly Brazil, have already withdrawn enough coffee to effectively "lock-up" this surplus.

2. In consuming countries, coffee drinking flourishes; inventories are near postwar lows. As a result, most roasters can stay out of the market for only limited intervals.

3. Record world production is tentatively in sight for 1958/59. Producers are trying to lay the basis for international measures to cope with an increasingly acute problem. Industry buyers—looking ahead to a period of abundance and lower prices—are not likely to replenish inventories appreciably, barring some major unforeseen "turn of events."

The situation is thus one of nearby strength coupled with great uneasiness about the long term outlook. Producer controls are effective here and now, but their durability in the face of a growing support problem is in question.

A situation of this kind poses great difficulties to everyone in the coffee business. We know this because a similar trying situation has arisen frequently in recent years. It seems hazardous to carry inventory unhedged, yet risky to

(Continued on page 114)



Night scene downtown New York

From New York to Boca Raton . . .

ARBUCKLES JAY STREET TERMINAL, INC.

— *Specializing In —*
Green Coffee Warehousing

New York Office
90 Front Street

Brooklyn Office
25 Jay Street

MA 5-3600

J. ARON & COMPANY, INC.

Green Coffees From All Over the World

91 Wall Street

Site of the birthplace of our Union

AUSCH COFFEE COMPANY, INC.

*Coffee Importers, Roasters,
and Private Label Packers*

111 Wall Street

BALZAC BROS. & CO., INC.

Colombian Coffee

96 Wall Street

BARRY & POWELL

Marine Insurance Brokers

99 Wall Street

New York 5, N. Y.

H. L. C. BENDIKS, INC.

Importers - Exporters

96 Front Street

225 Magazine Street

New York 5, N. Y.

New Orleans 12, La.

40 California Street, San Francisco 11, Calif.

C. E. BICKFORD & CO.

Coffee Brokers and Agents

Since 1886

120 Wall Street
New York 5, N. Y.

427 Gravier Street
New Orleans 12, La.

IRVING R. BOODY & CO., INC.

Coffee

42 Broadway

T. BARBOUR BROWN & CO.

Coffee Brokers and Agents

97 Front Street

JABEZ BURNS & SONS, INC.

Coffee Processing Machinery

11th Ave., at 43rd Street

BYRNE, DELAY & CO.

Coffee

104 Front Street

CARGILL & DENNISON

Coffee Brokers and Agents

101 Front Street

Tel.: Dlgby 4-7785



Boca Raton Club, Boca Raton, Florida, Scene of NCA's 1958 Convention

... Best Wishes at Convention Time

DANNEMILLER COFFEE CO.

Private Brand Coffee and Tea Packers

Rochester, N. Y.

Brooklyn, N. Y.

W. J. DONOHUE & CO.

Coffee Brokers and Agents

102 Front Street

Daniel A. McNulty

Thomas J. Mangieri

DWINELL-WRIGHT COMPANY

White House Coffee & Tea

68 Fargo St.

Boston 5, Mass.

F. W. EHRHARD & CO.

Coffee Brokers and Agents

108 Front Street

EPPENS, SMITH CO., INC.

Coffee

Importers — Roasters — Packers

520 Secaucus Rd.

Secaucus, N. J.

FAR EASTERN COMMODITIES CORP.

Coffee Importers

82 Wall Street

EDWARD J. FINNEGAN

Coffee

100 Front Street

B. FISCHER & CO., INC.

TEA — COFFEE — SPICES

585 Gerard Ave.

New York 51, N. Y.

W. S. FORCE & CO.

*Weighers, Forwarders, Samplers
Custom Brokers and Truckmen*

129 Front Street

MAX GORDON

Importer and Roaster of Coffee

99 Front Street

New York 5, N. Y.

THE GREAT ATLANTIC & PACIFIC TEA CO.

*Importers, Roasters and Retailers of Fine
Coffees Represented in*

BRAZIL

COLOMBIA

by the American Coffee Corporation

P. JOHN HANRAHAN, INC.

Customs Brokers, Weighers and Forwarders

26 Broadway

New York 4, N. Y.



New York America's Coffee Center Greets the N. C. A.

JAVA PACIFIC & HOEGH LINES

*Serving the Trade from
Colombo—Calcutta—Indonesia
to Pacific Coast Ports*

JEWEL TEA CO., Inc.

Coffee Roasters

99 Wall Street

New York, N. Y.

WM. L. KORBIN & CO.

Coffee Brokers

98 Front Street

LO CURTO & FUNK, INC.

Custom House Brokers

21-24 State Street

New York 4, N. Y.

MAXWELL HOUSE DIVISION of General Foods Corp.

*Maxwell House Coffee, Instant Maxwell House,
Yuban Coffee, Sanka and Instant Sanka
Hoboken, New Jersey*

EDWARD P. McCAULEY & CO.

Green Coffees

One Jones Lane, N. Y. 5, N. Y.

NAUMANN, GEPP & CO., INC.

NEW YORK

England — LONDON

Brazil — SANTOS, PARANAGUA, RIO

British East Africa — NAIROBI, MOMBASA

JAMES P. NORTON

Coffee Broker

104 Front Street

OLD DUTCH COFFEE CO., INC.

Packers of Old Dutch Coffee

80 Front Street

PORT WAREHOUSES, INC.

Stores for the Trade

41-47 Vestry St.

New York 13, N. Y.

RAHE-GILBERT CORP.

Weigher and Sampler

80-82 Wall Street

New York 5, N. Y.

JOHN E. RAISCH & CO.

Weighers - Samplers - Inspectors

15 Moore Street

Coffee

America's

No. 1 Beverage



DAVID ROSSMAN, INC.

Coffee

86 Beekman Street

SABROSA COFFEE COMPANY, INC.

Simon Auskern — Samuel Roseman

Coffee Roasters and Packers

56 Pearl Street

Brooklyn, N. Y.

SCHAEFER KLAUSSMANN CO., INC.

Quality Coffees

99 Wall Street

SCHOLTZ & CO.

Importers and Exporters

82 Wall Street

S. A. SCHONBRUNN & CO., INC.

Savarin Coffee

Medaglia d'Oro Demi-tasse

77 Water Street

SEEMAN BROS. INC.

New York, N. Y.

Roasters and Distributors

WHITE ROSE COFFEE

WALTER H. TANTZEN

D/B/A WALTER F. POWERS

Weigher and Sampler

24 Stone Street

New York 4, N. Y.

New Orleans Office

620 Tchoupitoulas Street

New Orleans, La.

UNION BAG-CAMP PAPER CORP.

Dependable Packaging Since 1872

233 Broadway

New York 7, N. Y.

WESP WEIGHING COMPANY

Weighers and Samplers

82 Beaver Street

New York 5, N. Y.

WEST SIDE WAREHOUSES, INC.

Modern Tea Storage — Clean Rooms

416-424 Washington St.

New York 13, N. Y.

Compliments of

W. WIRT WICKES & SON, INC.

Vintage Crop Coffees

10 Gouverneur Lane

WOLMET RAW PRODUCTS CO.

Coffee Brokers and Agents

135 Front Street

your bank can boost your business

By JAY MARC SCHWAMM, Vice President
American Trust Co.

Some time ago, a young man just arrived in the business of importing coffee from Brazil collected several thousand dollars from relatives and friends to finance his first shipment of high-grade coffee from Brazil. Anyway, he thought it was high-grade coffee.

When the shipment was inspected on arrival in New York, it turned out to be more sand than coffee, and the loss was \$5 on each bag sold and more than a thousand dollars on the entire shipment.

Disheartened, our young coffee merchant gave up any idea of a business of his own for the time being, gathered some more experience by working for others and, when he made his next start on his own, made sure he wouldn't be his own banker again. "A man who is his own banker has a fool for a client," this customer keeps telling us today.

Inspection of merchandise by a correspondent bank prior to issuance of letters of credit abroad is only one of the many advantages a banker can offer to the coffee and tea merchant. Consider some of the others:

1. Today's market in the coffee and tea field, because of problems of oversupply and competition, is more volatile than ever. A merchant whose line of credit remains adjusted to the quickly changing highs and lows in the market structure might overextend himself at a time when money should be used more sparingly than ever, or pinch and save at a time when future profits might be built. The banker, who automatically guides the client as to the amount and duration of credit, can become the silent partner and financial adviser in your business on whose impartiality you can depend.

Double check

2. Another advantage of a solid banking connection has already been suggested in our opening episode: Not only merchandise but the credit of buyers and sellers, the legal sufficiency of documents furnished and deposits of funds are carefully investigated by your banker in any transaction. You can *depend* on everything being in order when your merchandise arrives or is delivered to its destination, for your banker has a stake of his own in each step in the financing transaction. If he accepts insufficient documentation or makes any other mistake that is to your advantage, he becomes legally liable to you for damages!

3. The third benefit of a proper banking connection

is of a more intangible nature. It concerns the immediate availability of credit information about your suppliers and buyers in foreign lands and the familiarity of your banker with current market conditions. The former may save you time and money before you become too deeply involved, the latter serves you in helping you make your own decisions and getting the kind of financial help you need to carry them out.

Most sensible-minded foreign-business leaders will acknowledge these and other boons of a steady banking connection, but may be less definite about the best method of establishing it. Based on our experience your search for the right kind of banker friend and financial assistance should be guided by these principles:

Four principles

1. *Look for a specialist.* He will trust you more, react more quickly and show more understanding than the general commercial banker. You can pick up the names of experts in your field at meeting of foreign trade groups or from your associates and business connections in your own country.

2. *Get an introduction.* A banker works just like any other businessman: He likes to do business with a friend of a friend rather than a stranger. You can ease the initial phases of your bank business by getting a letter from a bank with whom you have done business in the past or just from a business associate who is recognized in the field and has known you over a period of years.

3. *Tell the history of your company.* Your foreign-business banker is not just interested in your current business prospects, he wants to know how well you have done in the past. Have a short statement ready, telling how you started out, who your customers or associates are, what volume of business you do, what type of merchandise you specialize in, etc.

4. *Bring your balance sheet.* Regardless of how poorly it might make you look during the particular year, it is better for you to come right out with your balance sheet and produce it than to hem and haw about it—and finally have to come out with it, anyway. Your banker appreciates frankness and probably will chalk it up in your favor if you don't waste his time by prevarications.

Once you have surmounted these initial hurdles, you will find that each year will bring about a greater relaxation on

(Continued on page 79)

the return of the nine missing beans

By PHILIP I. EISENMENGER, Director, National Coffee Association
Director, The Coffee Brewing Institute, Inc.

Mr. Eisenmenger, widely known in the coffee industry and in the institutional field, is vice president of Standard Brands Inc.

The best and biggest news for the coffee industry during the coming year could very well be titled: "The Return Of The Nine Missing Coffee Beans."

This would refer, of course, to the nationwide advertising campaign against "watered" coffee that is being sponsored by the Pan-American Coffee Bureau and that aims to sell more coffee beans by showing United States consumers how to make better cups of coffee!

According to a recent PACB release, this how-to-make-better-coffee advertising will appear in six of the country's most popular magazines, where it will be seen by about 60,000,000 of the U. S. consumers who have been using fewer beans per cup of coffee with each passing year.

Just in case some reader came in late and assumes we are losing our buttons along with our beans, we hasten to explain that the "fewer beans" bit is based on the fact that according to the survey experts at The Coffee Brewing Institute (where they sweeten their coffee with statistics and stir it with slide rules) the 1957 consumer used nine fewer beans per cup of coffee than the 1950 consumer.

Readers of coffee industry publications will recall that this startling statistic has been dramatized very effectively in a series of PACB trade paper ads which ask the pertinent poser: "What Happened To The Nine Coffee Beans?"

What these ads are really asking, of course, is "why" the consumer is using less and less coffee per cup; "how" he has been doing it, and "what" the coffee industry proposes to do about it.

The answer to the first two questions are obvious and familiar. Consumers started using less coffee during wartime shortages and rocketing postwar prices. They compensated for using less coffee by falling into the bad

habit of coffee "stretching", through over-dilution or over-extraction.

The development of this bad brewing habit has been as widespread in the public feeding industry as in the home. As more and more operators became coffee price "conscious", it became easier and easier for them to convince themselves that one more re-pour, or one more gallon of water, wouldn't do their coffee formulas any harm.

Although it is generally true that bad habits are easier to make than to break, there are good reasons to believe that success will reward the current and concerted efforts of PACB and CBI to improve coffee brewing practices and raise cup quality standards. In the first place, both organizations are hitting right at the heart of the matter by concentrating their efforts on how to make "better" coffee. In the second place (and in this observer's personal opinion) coffee quality standards have just about hit bottom, and from here on out there is no place to go but up.

As a representative of the segment of the coffee industry that sells to the public feeding industry, I would like to point out that particular attention should be paid to raising quality standards in that important field. The reasons why I say this are these: it is estimated that U.S. restaurants purchase about a quarter of all the coffee beans that are sold (which works out to 2¼ of the nine beans that are missing!); and restaurants have always taken the lead in raising (or lowering) quality standards for the country as a whole.

The role of restaurant coffee as a good or bad "example" becomes particularly important when we consider the terrific impact on the nation's coffee drinking habits of the midmorning and midafternoon coffee break. As every element in the coffee industry should appreciate, this nationwide development has been a luck "break" for coffee sales that not all the advertising, or promotion or publicity money in the world could possibly purchase. For a quick appreciation of this, just imagine how the coffee industry would feel if this new custom had been called a "milk" or "cola" break!

Because of the institutional industry's capacity to influence coffee standards, the coffee industry should be especially interested in (and enthusiastic about) the work being done with public feeders by The Coffee Brewing

(Continued on page 79)



selective brewing...

one good reason for truly flavorful coffee

You can be sure of the same delicious coffee flavor—whether it's 12 or 72 cups—with a West Bend automatic coffee maker. That's because the same exclusive and patented features in every West Bend coffee maker extract only the most delicate and flavorful coffee oils.



20 to 50 cup

12 to 24 cup.

24 to 72 cup.



automatic

party percolators

Just pour in cold water . . . add coffee . . . and forget it. It's that easy to make delicious coffee in West Bend's automatic Party Percolators. Coffee stays serving hot automatically, too. Durable aluminum. West Bend has an automatic percolator for every occasion . . . from 12 to 72 cup capacity. 12 to 24 cup, \$29.95 retail, 20 to 50 cup, \$39.95 retail; 24 to 72 cup, \$42.95 retail.



new, convenient



iced tea server

Serves up to 3 gallons (about 48 glasses) of refreshing iced tea. Makes tea right in the server—pour boiling water over the tea bag, steep, then serve with ice. Glass gauge. Copper color aluminum with ebony black trim. Easy to clean. Portable. \$29.95 retail.

WEST BEND ALUMINUM CO.
DEPT. 421, WEST BEND, WISCONSIN

where are we headed?

(Continued from page 46)

will reach 1,030 million pounds, about 8.1% above the 1955 level.

The real threat to ground coffee sales in future years, the report found, is posed by soluble coffee preparations. Per capita soluble consumption went from less than a pound ground equivalent (15 years and over) in 1947 to three pounds in 1955, giving soluble 16% of the total pack during that year, and an expected 40% peak in 1965.

Thus, by 1960, the report concluded, soluble will account for 760 million pounds of equivalent ground coffee, while ground coffee will constitute 1,774 million pounds, adding up to the total expected pack of 2,534 million pounds.

"Although coffee consumption has been declining," the report stated, "and ground coffee has been losing out in its competitive struggle with soluble, canned coffee sales have been holding up fairly well. Canned coffee increased its share of the ground coffee market from 35.7% in 1947 to 52.1% in 1955.

"It would seem from this performance that the reductions in ground coffee consumption and the shifts from ground coffee to soluble have been confined almost entirely to the paper and glass container segments of the packaged coffee market.

"Bagged coffee sells at a lower price than canned coffee, the differential averaging 17 cents a pound at this writing. Persons buying the bagged undoubtedly were less able to afford the higher prices imposed on them than were persons who buy the more expensive canned coffees. Consequently, it is likely that coffee-stretching was much more prevalent among users of bagged coffee than among users of canned coffee, and so sales of bagged coffee fell off, while sales of canned coffee held up.

"Finally, the upward shift in the average levels of income undoubtedly enabled some persons, heretofore unable to buy canned coffee, to buy these better grades of coffee."

Canco concluded, in view of this analysis, that "most of the recruits to soluble coffee will come from among bagged coffee buyers."

Among the basic assumptions underlying its projections of coffee demand by 1960, Canco emphasized, were these:

That per capita disposable income will increase in the next five years at the same rate as in the last five;

That coffee supply will be adequate to meet world demand, with no natural or artificial restrictions;

That coffee extraction (cups per pound) rates will not go above present levels;

That per capita consumption in public places and institutions will hold at present levels;

And that the percentage of coffee going to industrial use and to the military will be the same in 1960 as in 1955.

In the foreword to the report, American Can commented that the entrance of lower priced vacuum brands into the market occurred too late to be taken into consideration in the body of the report. If such brands become a permanent part of the market, the company said, these "possibilities" open up:

(Continued on page 115)

a new sales tool for 1958

By JACK R. DURLAND, Chairman
Hotel and Restaurant Committee
National Coffee Association

Mr. Durland is president of Cair's Coffee Co., Oklahoma City, Okla., and is active in industry affairs.

What should be the single most important aim of the coffee industry during 1958? What goal, if successfully accomplished, would do more to increase coffee consumption in America than any other project?

ANSWER: Successfully convincing the restaurateur, as well as all consumers of coffee, both in the home and commercially, that America's favorite beverage must be brewed based on a formula of never more than two and a half gallons of water to 16 ounces of ground coffee.

No single formula will meet the most discriminating taste of every consumer, but under proper extraction conditions, the range of acceptability shows that the proper recommendation is two and never more than two and a half gallons of water per pound of ground coffee. If this formula is universally accepted, every segment of the coffee industry from the grower to the roaster would show a substantial sales gain in 1958—without the necessity of obtaining one new coffee customer.

As chairman of the Hotel and Restaurant Committee of the National Coffee Association, I am very proud of this committee, consisting of Simon Auskern, Sabrosa Coffee Co.; Linwood Brown, General Foods Corp.; Robert Cohn, Continental Coffee Co.; C. W. Duncan, Jr., Duncan Coffee Co.; Phillip Eisenmenger, Standard Brands, Inc.; Clarence Irish, Hoosier Coffee Co.; Andrew S. Moseley, Breakfast Club Coffee, Inc. and W. Wirt Wickes, W. Wirt Wickes & Son, Inc.

The committee has worked diligently on behalf of the entire coffee industry since we met last year at Boca Raton. The first meeting of the committee took place in New York City on February 18th, 1957. At that time, a concrete plan was formulated which we confidently believe will give every roaster in America servicing the hotels, restaurants and institutions a potent sales weapon for use during 1958. We also want to make it very clear that this project could not have been accomplished without the generous cooperation of the Pan-American Coffee Bureau, the Coffee Brewing Institute and the National Restaurant Association, because

the plan which was formulated on February 18th, 1957, required financing the preparation of a research bulletin and the dissemination of that bulletin to every member of the National Restaurant Association.

Any plan, to be successful, must be mutually beneficial to all parties and this plan meets that test. Not only will all segments of the coffee industry profit from the project, but our good friends of the restaurant industry throughout America will derive the greatest advantage from the plan.

When you meet at Boca Raton in January, 1958, you will receive a copy of a research bulletin, a printed publication which will be mailed by the National Restaurant Association from its research division to every member of that great industry. This bulletin, prepared by the National Restaurant Association, will advise every member of the public feeding industry that not more than two and a half gallons of water should be used to 16 ounces of ground coffee and will point up the importance of coffee to the business health and prestige of the restaurant industry. It has been convincingly established that the quality of coffee served has a definite bearing on the patronage, or lack of patronage, of restaurants.

In my humble opinion, we, as coffee men, are directly responsible for the members of the public feeding industry using exorbitant amounts of water in the brewing of America's favorite beverage. Consequently when we, as coffee salesmen, approach the restaurateur with the suggestion that he reduce the water content to not more than two and a half gallons to each 16 ounces of ground coffee, our customer may believe that we are more interested in increasing our poundage sales than in helping him serve a quality cup of coffee. However, when that customer receives a research bulletin from his own National Restaurant Association, advising this brewing ratio, it will be received as an unbiased recommendation.

I know that every roaster in America will want extra copies of the National Restaurant Association bulletin, and at Boca Raton you will be advised as to how you may obtain copies for all of your salesmen. Naturally, these will be made available on a non-profit basis.

I earnestly solicit the help of every coffee man in America. Let's not be satisfied with the single mailing of the National Restaurant Association, which will be limited to members of that association. Be a one man committee to distribute this research bulletin to every hotel, club, restaurant and institution in these United States.

Together we can become a formidable team. Remember, this is a program where everybody wins.



where are we?

(Continued from page 44)

formation, when it becomes available, permits a check on interim estimates that have been made. Interim estimates, made as of the end of a quarter when official figures are not available and as of the end intervening months, are derived by taking the number of bags imported during any month and by subtracting from that figure the estimated volume of roastings in the same period. The difference is the quantity of green coffee inventories. Figures provided by the Bureau of the Census for the final day of quarters permit, of course, basing points for interim calculations.

We now estimate that total consumption of coffee in 1957 will be 2,685 million green pounds. Of that quantity, roughly 75% will represent purchases for households and the remainder restaurant and institutional consumption.

By means of information obtained each week from Market Research Corp. of America, which operates a scientifically-constructed sample of the nation's households, the Bureau's Department of Research is able to keep abreast of many of the aspects of coffee use in homes. Restaurant and institutional consumption constitutes the difference between aggregate household purchases and net civilian visible disappearance.

In 1957, households purchased the green coffee equivalent of 1,961 million pounds of coffee, or 3% more than

in 1956. The total was made up of 1,319 million pounds of regular coffee and 868 two-ounce equivalent units of soluble coffee.

It now appears that the volume of regular coffee purchased by households in 1957 was a fraction of 1% lower than in 1956, whereas the quantity of soluble coffee purchased for household consumption rose more than 20%. Total coffee used in 1957, distributed by household and out-of-household consumption and by regular and soluble purchases for households and compared with 1956, is shown in the accompanying table:

Some further details of estimates on soluble coffee may be offered. It now appears that soluble coffee will represent close to 17% of net civilian visible disappearance in 1957, 20% of total purchases for home use, 25% of dollar expenditures for coffee by households, and about 20% of total cups of coffee beverage drunk on an average day.

In 1956, soluble coffee comprised 15.4% of net civilian visible disappearance; 17% of household coffee purchases were soluble, and the increase in household purchases of that type of coffee in 1956 over 1955 was 18.4%, compared with an increase in 1957 over 1956 of 20.6%.

Thus, soluble coffee continues to account for a larger part of the total domestic coffee market, while regular coffee tends to lose ground.

In the past three years, the rate of recovery in aggregate coffee consumption since the low level reached in 1954 has been exceeding somewhat the rate of increase in

(Continued on page 95)



I DON'T HAVE
A FILTER CLOTH

FILTER CLOTHS IN
ALL SIZES & TYPES



I USE A
FILTER CLOTH

WRITE
FOR
PRICES

FILTER  CLOTHS

WRITE
FOR
SAMPLES

WE PAY TRANSPORTATION ON STD. PG. QUANTITIES

First in Quality—Low in Prices—Fast in Service

SEWED PRODUCTS CO.
(EST. 1936)

Fox River Grove, Ill.

Phone Mercury 9-3431

how's your institutional coffee today?

By **ROBERT B. SASSEEN**, Chairman
Institutional Advisory Committee
National Coffee Association

Mr. Sasseen, who is vice president of the Dannemiller Coffee Co., Brooklyn, N. Y., has been heading up the pioneering work of his committee. See: "Bringing sense to coffee buying for public institutions", Page 11; "Coffee blends for institutions", Page 12; and the editorial, "A new day dawns for institutional coffee buying", Page 59—all in the May, 1957, issue of COFFEE & TEA INDUSTRIES.

For the better part of the year, the specifications and services of the National Coffee Association's Institutional Advisory Committee and its panels in San Francisco, New Orleans and New York have been utilized by many states and institutions.

The coffee experts who have devoted their abilities and time to this exacting panel work are to be commended for their interest and their willingness to serve the coffee industry.

The various public buyers who are embodying the committee's authority to act in their bid forms are flattering in their enthusiasm for the service. It must be remembered that not all deliveries are tested. They do not have to be. Proposals all say that the institutions *MAY* send samples to be tested.

These institutions are paying more for their coffee. However, the absence of complaints and trouble, and the general satisfaction with the resulting brew has made the purchasing agent's and the dietician's lives just that much easier—and they are more friendly towards coffee.

The roasters who participate in this business know that the clear specifications help them figure correctly, and the expert panels protect them from uncalled-for complaints. They know, too, that "the other fellow" must conform to reasonable bidding and inspection.

Roasters should feel that their own best interest lies in having states and other public buyers adopt the Institutional Advisory Committee's services.

Where the committee's authority is solicited and used, no longer do quotations or deliveries of around 44¢ occur prevail for a proposal description of Santos 4's, strictly soft, roasted and delivered.

Surely, somebody should be pleased—even if it is only the inmate of Cell 33.

In any event, responsible bidding and reasonable deliveries are available and practically assured to interested institutional buyers anywhere in the United States. To roasters who want their governmental entities to buy in this manner, the way is open for them to request, and in fact to insist, if they wish to do so, that the entities concerned adopt the program. If the roasters wish the program in their own interest and for their own protection, they only have to ask for its adoption. The National Coffee Association will be happy to help when requested.

Your committee has always felt that the work involved has been in the interest of coffee, its well-being and its increased consumption and acceptance, so that it will remain, no matter where served, America's favorite drink.

An opportunity for coffee roasters who wish to add to the volume of their business and, at the same time, to maintain the traditional dignity of their operation is provided by the National Coffee Association through this Institutional Advisory Committee.

Since a proven method is available, it is sincerely hoped that interested regional roasters will seek out this state, municipal and public agency business to their profitable advantage.

the return of the nine missing beans

(Continued from page 75)

Institute. As many of you know, the Institute has developed and is currently demonstrating a quality control test that makes it possible for an operator to determine whether or not his coffee meets coffee standards previously determined by consumer samplings.

It is obvious that any step towards establishing better coffee quality control is important enough to warrant the support of all the elements in the coffee industry—for anything that will help bring about a widespread upgrading of restaurant coffee is a development that will result in higher coffee standards throughout the entire country and happy return of those nine long-lost coffee beans to the consumer's cup!

your bank can boost your sales

(Continued from page 74)

technicalities, a greater amount of going-out-of-his-way by your banker to help you. The record you are building with him, however, is not just an aid to your immediate interests, but in times to come a good banking record will turn into a record of overall business success.



Byrne, Delay & Co. *Coffee*

Cable Address:
"VICAPE"

MEMBER OF
NCA

Agents for Reliable Shippers in Producing Countries

Specializing in
BRAZILS

104 Front St.
New York 5, N. Y.

COLOMBIANS
VENEZUELAN

302 Magazine St.
New Orleans 12, La.

TURFAIT & CIE S.A.

COFFEE and COCOA BROKERS

***Representing Main French Shippers for Export
and Reliable Shippers for Import to France***

PARIS 8° — 76/78, Champs Elysees — Tel: Balzac 23.20 — Telex: 20.993

MARSEILLE 5° — 82, Boulevard Chave — Tel: Garibaldi 69.61

BORDEAUX — 62, Rue Ferrere — Tel: 44.66.39

LE HAVRE — 97, Boulevard de Strasbourg — Tel: 42.22.11

General Cable Address: TURFECO — Codes: Acme & Supplements

coffee for the U. S. government

By **RALPH A. VILAS**, Chairman
Government Coffee Purchasing Committee
National Coffee Association

Mass feeding of government personnel has always been a major problem, and the one item on every menu that can win or lose the battle of the mess halls is coffee.

That it has lost the battle all too many times throughout the years rests with the nature of this apparently indestructible bean which in fact, holds one of the most delicate and elusive fragrances and flavors known to the culinary art. As it became a more generally accepted fact that the essential elements of good coffee are highly perishable, the procurement, storage, brewing and serving of coffee in connection with government installations underwent a gradual but substantial transformation.

In the not-far-distant past, most of the coffee was supplied to government installations in containers offering little, if any, protection for those qualities of zestful flavor and aroma that spell the difference between good and bad coffee. Rapid turnover, necessary to avoid destructive loss of freshness when roasted coffee is unprotected, was next to impossible in the almost inevitable distribution delays of such a far flung system. This method of packaging, however, is simple and relatively inexpensive, encouraging the idea that almost anyone could produce satisfactory coffee given some green beans and a roasting oven. The unfortunate fact that good and bad roasted coffee, whether fresh or stale, can look much the same, and from it can be brewed something called coffee, has been a major contribution to the slow transition from indifference to an appreciation of the art of coffee making.

First step

There may be several reasons, and different ones from time to time, why branches of the national government produced their own roasted coffee for service to their personnel, but it probably started with the idea that you simply bought green coffee and cooked it much as you would any raw food product. As it became necessary to concentrate the production and distribute roasted coffee to various installations, the government found itself in the coffee business. How good or how bad the coffee happened to be depended largely upon changing policy and changing personnel. Uniform standards of quality, if set up, were impossible to maintain without thoroughly qualified personnel and effectively controlled procedures.

The first forward step toward achieving uniform quality came when the Armed Services were persuaded to use green coffee grading panels set up under a committee of the National Coffee Association, the U.S. Army Coffee Advisory Committee. The function of this committee is

well known to the coffee trade. They have set up and guaranteed adherence to green coffee specifications for nearly 18 years. During all these years the value of this service to the government has never been questioned.

During the postwar period, the government had built up coffee roasting and packing facilities capable of supplying the entire requirements of the defense departments. This development was looked upon by the coffee industry as an unnecessary encroachment on private industry, and following a resolution adopted by the National Coffee Association convention in November, 1953, recommendations were made to the government that all government coffee plants be closed and all future requirements be procured from regular commercial sources. The complete acceptance of this procedure came in the early part of 1956.

VA, too

Early in 1955, a committee of the National Coffee Association initiated discussions with the Veterans Administration and the General Services Administration urging that they adopt the same procedure that had been so successfully used by the Armed Services, particularly with respect to the certification of all green coffee by the National Coffee Association's Army Advisory Committee. The Veterans Administration adopted this procedure in mid-1957 and the first invitation to bid on this basis was issued in September, 1957. This action of the Veterans Administration brought practically all green coffee used in filling federal government contracts for roasted coffee under a uniform inspection procedure that guaranteed adherence to specifications.

In the final analysis, the place that coffee will occupy in the favor of the beverage-drinking public will depend upon how well its virtues are presented in the cup as well as in print or on the air. Good coffee and bad coffee, with wide variations of each, are available to the consuming civilian public. They have a free choice, and within the scope of their experimenting (which might be quite limited) it is presumed that they will select what is to them the best coffee. Thus, for this major segment of our population, the free market offers the best means we have of presenting all the virtues of coffee. The consumers may choose those virtues that are most important to them.

But those in government service, or veterans of government service who are housed and fed in government installations, have no choice when it comes to the coffee

(Continued on page 86)

BUNGE

COFFEE INC.

NEW YORK
94 FRONT ST.

SAN FRANCISCO
465 CALIFORNIA ST.

LOS ANGELES
1855 INDUSTRIAL ST.

BUNGE CANADIAN TRADING CO., LTD.

1510 DRUMMOND ST., MONTREAL
321 BLOOR STREET EAST, TORONTO
1624 MARINE BUILDING, VANCOUVER

REMINDING YOU THAT
GOOD BLENDS ARE MADE PERFECT
WITH

SALVADOR

COFFEES

COMPAÑIA SALVADOREÑA DE CAFÉ, S. A.
San Salvador • El Salvador

Cables: Coscafe

Acme Code

instant vs. fresh roast in restaurants



By S. A. BRAND, Raymer-Brand Co.
Seattle, Wash.

At the time of this writing, current headlines feature the Russian Sputnik versus the U. S. Sput-er-nik.

We have an analogous situation existing in the restaurant and institutional coffee market. The analogy may be drawn between fresh roasted coffee as the Sputnik and instant coffees as the Sput-er-nik.

In the restaurant field, fresh roasted coffee is blissfully sailing along (as is the Sputnik) while instant coffees are fighting, at least in some territories, to get off the ground (as is our Sput-er-nik).

Instant coffees are merely scratching the restaurant coffee field, although they are making headway in the institutional field and real progress in the retail market.

The fact remains that the housewife and the man of the house who have instant coffee at home also eat out. Therefore, it is not hard to visualize that the time is not too far distant when instants will take hold in the restaurant field.

However, it is axiomatic that, in any endeavor, it isn't always who is first who finishes out on top.

The time-honored beverage that was first and that has remained the cornerstone of any profitable restaurant operation is a good cup of coffee made from the fresh-roasted product. However, the picture is changing, and the diehards of the fresh-roast school had best not become apathetic regarding the future of instant coffee in the restaurant field.

While statistics seem to bear out the fact that fresh-roasted coffee is still enjoying a whopping big percentage of the restaurant market, instants are nipping away at the lucrative volume enjoyed by restaurant coffee purveyors, like fox terriers at the heels of a bear.

In just the last few years, some mighty big changes have taken place in restaurant operations. All the changes are being made in the one direction of cutting costs and still giving the customer wholesome, palatable foods and beverages.

Here is just one good example of some of those mighty big changes. Not too many years ago even the mention of dehydrated vegetables brought a negative, vociferous reaction from the restaurant operator. Now it is common-

place to see top chefs using dehydrated vegetables of all varieties.

Admittedly, dehydration has improved steadily, and now permits the production of a product that defies the taste-buds of an avid connoisseur to detect the difference between fresh and dehydrated in the final dish.

Dehydrated vegetables have taken hold, to the dismay of fresh produce dealers, first, because of excellence in quality and flavor; second, because of enthusiastic selling and promotion; third, because the restaurant operator can cut his labor and ingredient costs.

The above can easily happen in the restaurant coffee field, with a "I told you so" from the firms now aggressively selling instants.

Instants are improving—qualitywise and flavorwise, with manufacturers working daily to achieve the Utopian peak that would be reached by an instant coffee that tasted like, looked like and had the aroma of top-quality fresh-roasted coffee, freshly brewed.

Although it is only a delaying action, roasters preferring to sell fresh-roasted coffee must keep their quality up and make it as hard as possible for instants to reach their goal. If these roasters backslide on quality, the inevitable will happen just that much sooner.

To cite another analogy, look at what happened in the consumer field—airplanes versus automobiles.

For years, we have been told that some day airplanes would be in a class where we could all afford one, as they would be as reasonable as automobiles. What a paradox! We now find the automobile industry striving to make automobiles as costly as airplanes.

Similarly, instant advertisers have told us for years that some day—some claim the day is here—instants would taste just like fresh-roasted coffee.

Well, here is another paradox. We now find some roasters striving to produce a fresh-roasted coffee that tastes like some instants!

What better help could all instant coffee producers obtain in furthering their inroads in the restaurant and institutional field?

It is still somewhat facetious to claim that all instant coffees taste and have the aroma of fresh-roasted coffee;

(Continued on page 86)

coffee's troubled waters

By J. S. GARVETT, Chairman of the Board
Churchill, Inc.

Coffee in the United States is headed for trouble. This has been predicted by the writer for at least seven or eight years, once very emphatically in an impromptu speech on the floor of the National Coffee Association convention at Boca Raton.

To say "I told you so" is no comfort today, but if one could say the problem has finally been "faced up to" then, at least, that would be a start in the right direction. Unfortunately, except for an attempt now, by the Pan-American Coffee Bureau asking the public to stop watering coffee, nothing is being done.

The basic reason for the present state the coffee industry finds itself in is still not being brought out into the open, as it should be.



Roasters are still making no organized resistance to the watering of coffee. In the restaurant field, the greatest good can be accomplished. If restaurants produce a good cup of coffee, it will reflect in the demand at home for an improved cup.

In my opinion, the problem we now face of watered coffee, and consequently tasteless coffee, was ignored because the roasters of this country expected that soluble coffees would take over the market; so why fight over a "dead dog"? We should not be unaware of the position of soluble coffee in the United States, but we should not obscure the fact that brewed coffee will be with us for a long time; much longer than we think.

If something is to be done about this problem, it better be started at once. Even at this late time something might be accomplished; further delay only compounds an almost hopeless situation.

It will take great leadership. That means the largest roasters, together with the "smalls", and every segment of the industry, with the help and cooperation of every supplier to the industry, as well as all organizations within the industry, must feel it their duty and salvation to correct the evil of watering coffee.

Selection and Preparation

Make the Mark



. the Quality Standard

AB HODEIDAH PURE
AB SANANI PURE
AB MATARI PURE

A. BESSE & CO.
(ADEN) LIMITED

AB DJIMMAH PURE
AB HARRARI PURE
AB BUTTERFLY

A. BESSE & CO.
(ETHIOPIA) LTD.

Agents for the U.S.A. and Canada

Reamer, Turner & Co.

104 Front St.

New York 5, N. Y.

restaurant operators like coffee salesmen

By LEO NEJELSKI, President, Nejelski & Co.
Chairman, Institutional Food Marketing, Inc.

Leo Nejelski was advertising manager of Swift & Co. for ten years, then general manager of Pepsodent. In 1945, he organized Nejelski & Co., Inc., market development counsel, and has served clients as diversified as McKesson & Robbins, Armour & Co., The Coffee Brewing Institute, Inc., Marine Sardine Council, National Restaurant Association, and Institutional Food Manufacturers of America. In addition, many of the company's clients are in the stationery, textile, lumber, chemical and drug fields.

In working out a restaurant and institutional marketing program for a food manufacturer, we had an opportunity to study the attitudes of restaurant operators toward the salesmen who conduct them. Slightly more than 200 owners and managers of larger eating places across the country were included in the sample. When asked to state which representatives are "most helpful," they ranked them as follows:

1. Coffee roasters and wholesalers featuring coffee.
2. Institutional wholesale grocers.
3. Direct representatives of food companies.
4. Meat jobbers or packers.
5. Frozen food jobbers.
6. Missionary salesmen for food manufacturers.
7. Food wholesalers whose major volume goes through retail stores.

Before going on, it might be well to clarify that by "direct representatives of food companies" they meant skilled persons who were capable of helping them solve production and operating problems. For example, several restaurant operators mentioned baking specialists employed by companies selling flour and shortenings. "By "missionary salesmen" they meant representatives of food companies who introduce new products or who promote the use of products already on the market.

The above ranking does not mean that representatives of some food wholesalers or of other distributors do not do a better job than some coffee salesmen. It is merely a general order of rank as seen by the managements of more than 200 eating places.

Indeed, 66 out of 100 restaurant owners and managers could think of at least one salesman in each of the above categories who was doing a helpful job and still representing

his house fairly and profitably. However, the most significant fact is that 86% rated their coffee representatives as the most helpful of all men who call on them.

It is also interesting to note that coffee representatives are liked for very specific reasons. We will detail these later. But first, what salesmen calling on restaurants and institutions are most liked? The owners and managers said they are the ones who:

Contribute money-making ideas and suggestions.

Warn of shortages and price changes.

Follow up on shortages, errors and late deliveries to make certain that they will not be reported.

Consider the operator's limited time and do not call during his busiest periods.

Make a sincere effort to become familiar with the operator's problems and needs.

These same owners and managers were equally definite about why they do not like some salesmen. Their principal reasons were that such salesmen:

Take up too much time.

Are mere order takers.

Use high pressure or make emotional presentations.

Do not correct errors or poor deliveries.

Do not call regularly.

Cannot be reached when wanted.

Do not follow best buys or spot future shortages.

Offer bribes and gratuities.

Restaurant operators regard coffee representatives not only as they consider all salesmen, but in addition, attach special importance to their services. The degree that these services differ from those of other salesmen determines the uniqueness of the coffee man's relations with restaurant operators. So, to make this role clear, I will spell out in detail some of the individual reactions of restaurant people.

One owner of two large downtown cafeterias serving \$4,250,000 of food and beverages annually put it this way: "I began this business over 30 years ago. We put together the largest cafeteria this part of the country had seen before. Yet, the first year our volume was \$135,000 at 1927 prices.

"Do you know what we featured? The finest cup of coffee in town! You may not recall, but in those days coffee was watered or boiled. It was weak or bitter. One extreme or the other.

"Early in 1927, I had to make a trip to Chicago. I stayed at the Palmer House. The first time I went down to breakfast, I had one of the finest cups of coffee I had

(Continued on page 125)



instants vs. fresh roast

(Continued from page 83)

however, in some cases the line of demarcation is so close that it even overlaps.

Instant coffees are receiving enthusiastic selling and real live promotion from purveyors who are also hard at work trying to convince the restaurant operator that by using instants he can cut his labor and ingredient costs.

As certain as we are that the day is close when our Sput-er-nik will not sputter but sail into the Heavens, we can also be certain that the day is close when instant and fresh-roasted coffees will compete on equal terms in

(Continued on page 114)

coffee for the U.S. government

(Continued from page 81)

that is served to them. They take it, good or bad, or they leave it alone. Because of this fact, the coffee industry has both an obligation and an opportunity. The obligation is to make available to the responsible government agency whatever facilities and advice will help to insure to these captive consumers the greatest satisfaction possible, where uniformity is the necessary goal. The opportunity lies in seeing to it that these consumers, many of whom are young and destined to return to civilian life after a comparatively short period of service, are offered

coffee that makes friends instead of enemies.

The opportunities here are not to be viewed lightly. Over a period of years, millions of our youthful citizens have been, and will be, served coffee. It can be a brew that develops a fondness for the beverage as it should be prepared, or one that instills indifference, or even dislike.

Through the events of the postwar years briefly outlined in this article, the coffee industry, as represented by the National Coffee Association, has gone far towards meeting its responsibilities and taking advantage of its opportunities in the field of government coffee requirements. The coffee that gets to the mess kitchens is now strictly the product of the coffee industry. We believe it is good.

Is there more to be done in this field? We have talked unification of the government services in their procurement of coffee. Maybe in time that will come, if there are obvious advantages. Such questions, however, are administrative problems which need have little bearing on the quality of coffee, since parallel procedures have been adopted.

What happens to coffee after it leaves the influence of the coffee industry is a frustrating problem not confined to any one class of coffee service. How coffee is brewed and served means so much, yet is so difficult to guide.

There is this one substantial group that must take coffee as it comes. They don't take it this way or that way, depending on their ideas of economy or on the care in its preparation. They can only take the coffee as it is pre-

(Continued on page 88)

Est. 1856

H. HENTZ & CO.

NEW YORK COTTON EXCHANGE BUILDING
72 WALL STREET, NEW YORK 5, N. Y.

STOCKS

COMMODITIES

BONDS

MEMBERS

New York Coffee & Sugar Exchange, Inc.

New York Cocoa Exchange, Inc.

New York Stock Exchange

American Stock Exchange

New York Cotton Exchange

Chicago Board of Trade

and other leading Stock and Commodity Exchanges

BRANCHES

Chicago

Detroit

Pittsburgh

Beverly Hills

Miami Beach

Coral Gables

Hollywood, Fla.

Geneva, Switzerland

Paris, France

Amsterdam, Holland

urn manufacturers stress better coffee ... by the gallon

By **MURRAY KAPLAN**, Vice President
Cecilware-Commodore Products Corp.

Coffee urn manufacturers are introducing many improvements in their new lines, and at the same time sales and promotion efforts have been expanded to include a general educational campaign on the use of urns for volume coffee production.

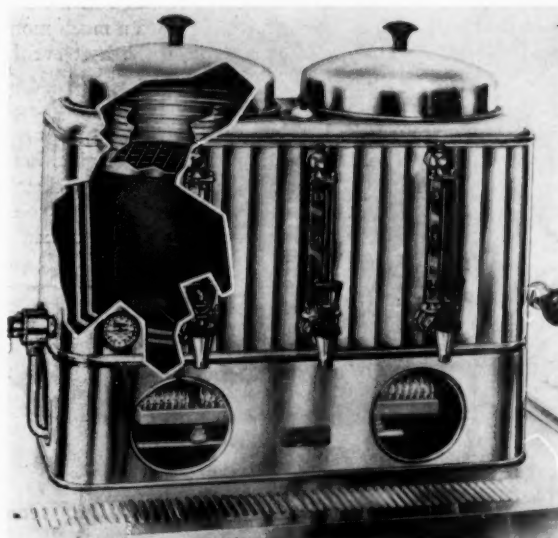
Today's modern urn is a far cry from those of just a few years ago and offers a great many benefits to users. At the same time, restaurant men who think urns are not suited to their particular operation will find that many of the new units were designed with their needs in mind.

The difficulty in finding experienced restaurant help has made it necessary to simplify and lessen the work load of employees, and it is here that coffee urns have a distinct advantage. Coffee prepared by the gallon saves precious time, and during peak periods a reservoir of hot coffee is a life saver. Urn coffee is excellent, retaining its flavor and aroma over a longer period, and its preparation has been greatly simplified. These general advantages, coupled with specific improvements found in individual urns, make up a strong story that will be told to the restaurant and institution field in the coming year.

Coffee urns have been taken for granted much too long. Ugly, old-fashioned urns mar the looks of far too many restaurants, and what should be one of the most attractive pieces of equipment is often the worst. To counteract this, the new models have been completely redesigned with crisply modern lines, lower overall height and simplified mechanism that make them eye-catchers instead of eye-sores. The new designs are practical as well as good looking; faucets and valves are placed at a natural serving level, operating parts are easier to reach and the lower height removes the difficulty of pouring hot water into the liner from a position over the operator's head.

Although the new urns are lower in height and take up less cubic space, their capacity is actually increased. This has been done by completely utilizing the available space and expanding both the coffee and hot water reservoirs. For instance, an urn measuring only 14 inches by 16 inches by 28 inches high will handle five gallons of coffee and 11 gallons of water.

Special new features make it possible to brew better



Cecilware-Commodore's Series '61 twin urn.

coffee in urns than ever before. Perhaps the most important of these is based on coffee brewing formula suggested by The Coffee Brewing Institute to insure fast and uniform extraction. Our device is called the "Cecilware Gridded Riser" and is included in our Series '61 line. It provides a firm seat for the urn bag and forces all the water to filter properly through the coffee bed. The grids support the bag evenly over a far wider area, speeding up filtering time and avoiding dry spots in the grounds. The coffee doesn't "ball up" and water can't spill out through the sides into the liner, as often happens with older methods. Since the bag is supported, there is no chance of it drooping into the completed brew, releasing bitter substances and spoiling the taste.

Use of the gridded riser feature is not limited to new urns, however, and separate attachments are available to fit any make or size of urn. This single innovation will probably do more to improve the flavor of urn coffee than any other development in recent years.

Another feature that is becoming more and more standard is the use of dial thermometers and thermostats

The Cecilware Grid-
ded Riser, which
rests in the top of
the coffee urn, sup-
porting the coffee
bag. Coffee drains
from all parts of the
bag at once, instead
of being concen-
trated in the sag-
ging middle.



to control the heat of water and coffee. In the past, steam escaping from a valve was the only indication that water was at boiling temperature, and coffee was kept hot pretty much by guess work. Recognizing that urns without indicators or controls leave too much to chance, manufacturers have put coffee brewing onto a much more precision basis. Dial thermometers keep the heat evenly controlled at all times.

Since it has been shown that constant cooling and reheating of coffee tends to break down its flavor, urns are now designed so that the brew retains its original heat as much as possible. Newer models have double jacketed liners to accomplish this. In addition, the large reservoirs of hot water prevent the coffee from having more than a

slight change in temperature throughout the entire serving.

One of the problems of older urns was the collecting of sediment in the center drain at the bottom of the liner. It spoiled the taste of the coffee and the drain was particularly difficult to clean. Front drains now eliminate all of this and the coffee travels the shortest distance from the liner to the cup. A shallow trough in the bottom of the liner enables all the coffee to drain off toward the front; nothing is wasted and sediment never has a chance to collect. With the center drain removed, cleaning is a simple matter requiring no special tools.

Overall construction of urns will continue to improve. The emergence of stainless steel urns with welded seams does away with the leakage and deterioration so often associated with older urns and soldered seams. Stainless steel is ideal for cleaning, too, requiring a minimum of detergents and scrubbing.

All these improvements will not necessarily be found in all the new urns. Even those manufacturers who feature them will continue to carry older styles in their lines—but the trend is the important thing, because it stresses better coffee, ease of operation and volume production.

coffee for the U.S. government

(Continued from page 86)

pared for them. Some work on brewing and serving is done in this field by the coffee industry. Can we try to do more? We can at least dream of this situation as an opportunity to demonstrate to millions of influential consumers of beverages just how good, good coffee can be.

Our second quarter-century

L. NEUGASS & CO., INC.

135 Front Street, New York 5, N. Y.

COFFEE IMPORTERS

Direct Connections with Producing Countries

Members: NEW YORK COFFEE AND SUGAR EXCHANGE, INC.
GREEN COFFEE ASSOCIATION OF N.Y.C., INC.
NATIONAL COFFEE ASSOCIATION OF U.S.A.

brewing in glass for coffee "sell"

By JON ZITZ, Vice President, Sales
Hill Shaw Co.

'Tis said that coffee is a drink of which half the world's supply is consumed in the United States in spite of what some of us have to drink at breakfast.

And whether coffee is consumed at breakfast, at coffee-break time, or eating out in a restaurant, the beverage is judged *in the cup*. And all of us "in the business" must have one goal—to satisfy the consumer of the flavorful qualities, the delicious aroma, the taste-tingling appeal of coffee as a finished beverage.

And where is the standard of coffee quality generally determined? The answer: *IN THE RESTAURANT*, where the "experts" in brewing hold sway. That's why brewing methods, procedures and coffee brewing equipment in the restaurant and mass feeding fields have such great importance to everyone connected with coffee—whether it be the grower, the importer, the roaster or the brewing equipment manufacturer.

After all, how is the housewife going to judge the quality of her "pot" of coffee—by her neighbor's results? Or by what she gets in the hotel or her favorite restaurant? The answer is an obvious one, and points to the reasons why the standards used in mass feeding operations spread and become the standards in the home.

So—as long as the cup of coffee in the restaurant is important to the industry, let's take a look at the equipment that converts a brown-colored, crushed bean into romantic fragrance and flavor.

Of the two most commonly used methods of mass brewing, let's examine what's new and what's developing in brewing and serving coffee in glass.

First, briefly, let's check to see why glass itself becomes so popular and why today it is used in more restaurants than ever before. For brewing coffee, glass became popular because it (1) permitted brewing in smaller batches, so the coffee was always fresh, (2) by brewing in convenient half-gallon sizes, it eliminated dumping of coffee, because the brewing matched the need (there was no "left-over" coffee to throw away).

And, importantly, glass vacuum brewing also fulfilled the three "T's" of proper brewing: *TIMING* (with coffee and water together for a limited amount of time); *TEMPERATURE* (just below the boiling point for best extraction); and *TURBULENCE* (with each grain of coffee completely saturated with water for fast extraction).

Yet we at Vaculator feel that the most important part of glass coffee brewing is its *SALESMANSHIP*! For the first time, the consumer could *SEE* his coffee being brewed; could see the attractive color of coffee; could see the cleanliness of the brewing vessel; could appreciate the *PERSONALIZED SERVICE* of pouring his cup of coffee right before him.

Thus, glass service added glamor and flavor to coffee brewing and helped to increase coffee business.

All the improvements and innovations in glass coffee brewers today are aimed at better coffee service, better coffee merchandising.

You've already witnessed the growth of automatic coffee brewers in recent years: You've seen how attractive this method is in boosting coffee sales because people want to watch coffee being made. Pushbutton brewing (such as we have in our VAC-100) is worth active sponsorship by every coffee man because it *MERCHANDISES*, it *SELLS COFFEE*.

In talking to restaurateurs all over the country, in checking all types of operators (whether they be counter-type, table type or room service in hotels and motels) we've been asked to come up with additional help on bettering the *SERVING* of coffee.

As an example, in talking with an extremely large New York chain, the buyer told us that he wanted to get away completely from coffee service in metal bowls (then being used) so he could convert completely to glass service. His problems with an all-metal bowl were: (1) difficult to clean and keep clean; (2) waitresses couldn't tell if the bowl were full or empty and often had to make an extra trip because they had used an almost empty bowl.

The buyer feels that the glass service solves his problem. And he has already begun a change to our glass server with its newly developed, all stainless "No-Chip" lip—an unbreakable, non-chippable insert that eliminates neck chipping during cleaning or filling from an urn; and also makes for a sharp, no-drip cut-off, so there's no dribbling to stain a dress or table-cloth.

Here, to the operator, are all the advantages of serving in glass with the durability of metal. This service saves important labor steps, too. By filling the serving decanters in advance of peak periods and placing them in conveniently located stations, waitresses speed up coffee service without kitchen congestion, and can serve more customers as well as speed up customer turnover.

Many restaurants have found that their customers like the idea of having a pot of coffee right on the table, so they can "help themselves." Here's a great way to build coffee consumption, because this service definitely adds to

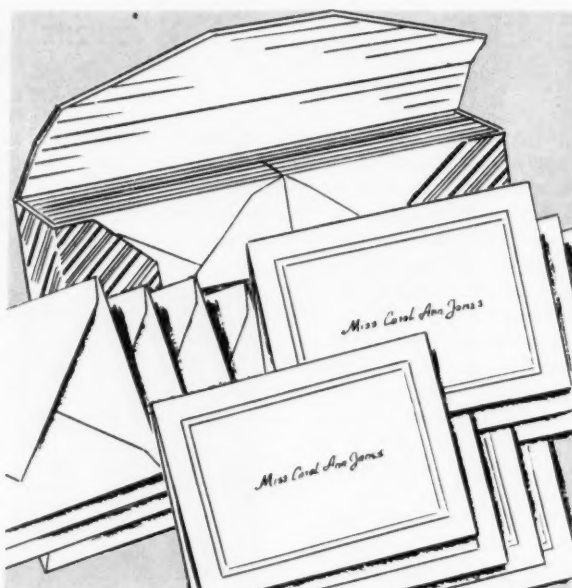
(Continued on page 99)



Build Sales And Lasting Good Will With *Personalized* **PREMIUMS**



FINE QUALITY
Personalized Stationery
IMPRINTED WITH NAME AND ADDRESS



DISTINCTIVE
Personalized Informal Notes
IMPRINTED WITH NAME

100% SELF-LIQUIDATING...
and mailed for you FREE anywhere in the U.S.!

- No merchandise commitments, no handling on your part.
- We do all processing, printing, packing, mailing.
- Shipments made within 48 hours direct to individual customers.
- No extra charge for our Complete Premium Service.
- Customer satisfaction guaranteed.

Personalized Premiums have "remembrance" value. They give each customer the feeling of having received something exclusive and individual. They are a constant reminder of your product... keeping your customers' interest and good will indefinitely. *Write, wire or phone* for complete details and prices of our sales-building Premiums with the "Personal" touch. No obligation, of course.



NEW... and a Timely Value!
CHRISTMAS CARD PREMIUM
21 Beautiful Tall Style
Christmas Cards
with 21 matching envelopes

**WRITE FOR FREE
SAMPLE BOX AND PRICES**

ELMIRA GREETING CARD CO., INC.

ELMIRA, NEW YORK PHONE: 3-4651

the "why" and "how" of premium merchandising

By C. W. HELLBERG, President
General Consumer Products, Inc.

This article, on the basics of premium merchandising, is from the talk by Mr. Hellberg at the recent one-day convention of the Southern Coffee Roasters Association in New Orleans.

It would seem logical to try to reduce what we are going to talk about to the simplest common denominator, so I'll start by asking what a premium really is. Webster defines the word "premium" as a reward, or prize . . . a bonus . . . something extra offered as a special inducement to buy something, or to win something.

After some 35 years of experience in working in premium merchandising, I have come to regard a premium as something having a far broader significance, best exemplified by one simple word, which I strongly urge you to carry away with you, and that one word is—"Incentive".

Actually that is what a premium is—an incentive aimed at inducing people to buy or act favorably above and beyond what they would normally do.

Historically, the premium as we know it today came into existence

106 years ago this year (1957). A man named Mr. Babbitt was in the business of manufacturing bar laundry soap. In April, 1851, after having exhausted all methods of promotion then in use—all without success—he found himself at his wits end in trying to stimulate his sales volume. Finally, "out of the blue" he conceived the idea of offering a series of framed lithographed pictures, which were very popular at that time, in exchange for certain numbers of the paper wrappers he used on his soap.

In other words, he gave free of



4-1/8" square x 1-5/8"
COIN-A-DAY CALENDAR BANK

AN IDEAL HOME PREMIUM

The low cost makes it an excellent give-away
The high quality makes it an excellent self-liquidator
MAIL SERVICE AVAILABLE FROM FACTORY

Polished nickeloid back—ivory plastic case
all steel mechanism

Retails \$2.00

Sample, postage prepaid, for \$1.25
Write for literature and Quantity Prices

K. J. LENA CORPORATION
LENA, WISCONSIN

CLAUSS CUTLERY CO.

Sewing and Household Scissors and Shears.

Gift Sets. Manicure Sets and Pinking Shears.

Fremont, Ohio



WEIBRO Waste Baskets

**For PREMIUMS!
For RESALE!**

The new WEIBRO line of Waste Baskets for 1958. 30 smart styles. Send for sample assortment and new catalog.

VISIT BOOTHS
845 - 847
National Housewares Exhibit
NAVY PIER
Chicago
Jan. 16-23, 1958

WEINMAN BROS., Inc.
3260 W. Grand Ave.
Chicago 51, Illinois

charge to each person who presented the required number of soap wrappers, his or her choice of one of these lithographed pictures . . . and right then one of the greatest merchandising ideas ever conceived was born: Namely, the premium idea, which in itself has now grown to where the premium industry is now using considerably in excess of a billion dollars per year in merchandise for strictly premium—*incentive*—purposes.

Yes, indeed, it is a far cry from the combination idea of soap wrappers and lithographed pictures to over a billion dollars.

How well I personally remember soap wrappers. They were my first introduction to the premium idea. When I was "knee-high to a grasshopper", now a good many years ago, it was one of my jobs at home to unwrap the soap my mother used. She bought it by the case—100 bars at a time. I had to very carefully unwrap every bar and put the soap on the top shelf in the pantry, being certain to leave some space between bars so that each would thoroughly dry out and, as a consequence, last longer when used. My mother treasured those wrappers, and

through saving them, was able to bring into our home various items of merchandise which she probably would not otherwise have been able to get. And strange as it may seem we still have—after 106 years—certain soap companies that continue to redeem soap wrappers for many types and kinds of the finest household merchandise being manufactured today.

It would seem that if proof were needed, the successful use of one idea for 106 years ought to be the best possible kind of evidence of the terrific, lasting pulling power of the premium—*incentive*—idea.

As time went on, premium merchandising went into endless variations—almost as endless as those that stem from the famous "T" formation in football. As businessmen grasped the basic idea that something they called a "premium" could help sell merchandise, they expanded its use, until now many of the country's outstanding businesses and top-flight advertising agencies have highly developed and extensive departments devoting full time to specializing in premium merchandising. Wrappers led to coupons—coupons to certificates—certificates to boxtops—boxtops to labels—labels to trading stamps—and then the self-liquidating idea came into existence.

Self-liquidators

I am sure that there are many among you who have had broad experience in these various ideas. The self-liquidating idea has become quite common and, of course, consists primarily of offering something to the consumer at a very much lower than normal price: namely, one-half price, or less, on a cost-plus-handling basis, providing the purchaser buys the item being promoted.

This merchandise varies in choice all the way from so-called penny merchandise items up to two or three dollar items, offered to the customer on a "pick-up" basis, but even more frequently, on a mail-in basis. Also, today some companies continue to offer silver, stainless steel, chinaware and glassware, packed right with the merchandise being promoted.

How well I remember the cups, saucers and bowls packed with large size packages of oatmeal. And it is only a short time ago that my wife sent for a \$1.00 nylon complexion brush which cost her 25¢ in cash

Allite
BY **WEAR-EVER**



5½ QT. DUTCH OVEN



8 CUP PERCOLATOR



2½ QT. TEA KETTLE

**strikingly beautiful
cooks superbly
copper-colored covers*
that can't tarnish**

**extra heavy
special alloy**

*Complete range of items,
available as individual
pieces or packaged sets.*

Finest, most popular cooking utensil premium on the market today

For complete details, write to:

**Also available in beautiful turquoise color.*

THE ALUMINUM COOKING UTENSIL COMPANY, INC.

Premium Dept., Wear-Ever Bldg.

New Kensington, Pa.



**Hostess Dee-Lite
SNACK TABLES**

Two tables—plus fold away storage stand to one package of one color.

Available in six luxurious colors—Antique Black with gold rose design; Yellow; Red; Beige; Green; Old Gold with black rose design.

Legs one color—black.

We manufacture a complete line of trays and racks and the sensational new Chalkboard. Also Wall Plaques—three to set.

Illustrated circulars and prices upon request.

PINGREE ASSOCIATES
Wood Product Manufacturers
HOPKINTON, MASSACHUSETTS

and one label from a bar of toilet soap.

And is the premium confined to women alone? No, indeed! As a matter of fact, probably the greatest mass appeal premium merchandising results have been achieved through appealing to the children in the home.

At first hand, most people will probably think that the child-appeal premiums have been confined only to manufacturers and distributors of such products as the cereals produced by such well known companies as General Mills, Pillsbury, Quaker Oats, Kellogg's Corn Flakes, and many others. This, however, is not true. The child appeal, surprisingly, has not been limited only to these companies. It is a matter of record that one of the most outstanding merchandising programs offered by Minnesota Mining in the featuring of its Scotch tape was tied in with a "flying saucer" aimed strictly at youngsters between the ages of five and ten years. This promotion was so successful that the same principles were used by Minnesota Mining on two later similar promotions.

Further, it has been recognized that men, as well as women and children, are attracted by the appeal of a premium. For men we have almost endless incentives, in prize award offers and sales stimulants for sales organizations of every kind and description, starting with the newsboy going after newspaper and magazine subscriptions, and going into the whole field of selling, using every conceivable type and kind of merchandise.

Sales incentives

For example, manufacturers in all fields—even the major automobile companies—use prize contests such as those developed by specialists like Belnap-Thompson, Capell McDonald—Ross-Coles, and others. Where so-called prize books are used, the purpose of these contests is to stimulate and step up sales through the use of special premiums—prizes—incentives for their salesmen. Trips to Europe, to South America, and to all parts of our country, have also been frequently used. And, of course, savings bonds and cash are also used. You see, there is no limit to what can be used to answer and

satisfy the "why" of premium merchandising.

What we have said so far is aimed primarily at trying briefly to summarize the "why" of premium merchandising—its purposes and its benefits. Up to this time we have talked only in terms of general principles without any attempt whatsoever to apply these principles to the product that you men are primarily interested in: namely, the selling and distribution of coffee.

In all frankness, I must tell you that I know very little—practically nothing—about the kind of a business that you are in. However, my 35 years experience in working with premiums and premium merchandising leads me to the very definite conclusion that premiums can and ought to be extremely helpful in stimulating and expanding sales of your respective coffees. Experience over the 106 years that premiums have been used, has proved conclusively, beyond the shadow of any possible doubt, that properly and carefully planned premium merchandising can stimulate the sale of practically anything which human beings

SALMANSON & CO., INC.

Aristo-Lite folding aluminum furniture—top quality—low price—perfect for the coffee trade. By Sunray.

1107 Broadway, New York 10, N. Y.

Lasko Metal Products, Inc.

Quality Products since 1906

Electric

Automatic Pop-Up Toasters, Fans,
Heaters, Skillet.

Griddle—Dutch Oven

Stool Ladders

438 West Gay St., West Chester, Pa.



**FOR SPECIAL PROMOTIONS
FOR PREMIUM DRIVES**

**IMPORTED
PEPPER MILLS**

MANY SIZES — SHAPES

**THE LUDWIG MUELLER
TRADING CORP.**

24 State St., New York 4 • Digby 4-4670

REDLES INC.

32 piece Jr. Chief Fire Dept. Make 'N' Play
Toys® priced at \$1.15 each.

also

Fire Helmet Pencil Sharpeners in 10 gross
lots . . . 20¢ each.

Box 4207, Philadelphia 44, Pa.

use . . . and coffee certainly is not any exception.

Here I would like to discuss the "how" of premium merchandising.

As far as I know, there isn't any secret formula—no single "pot of gold" at the end of the rainbow—which you can pull out of a file drawer and put into use whenever the need strikes you. The maximum "how" of premium merchandising can only be achieved through many hours of good, hard analytical thinking.

Think!

As a general illustration of what I am trying to say, I want here to describe a conference of which I happened to be an invited chairman over 20 years ago. The participants in this conference were three men in a certain company with which I was working—two men from the field and one man from headquarters. The object of this conference was to create a master sales promotion plan not having to do with any particular sales promotion, but rather to try to develop a simple, common sense, logical master plan that could be used with any kind of a promotion from that time on. We four men literally "sweated through" three solid days working on this particular problem, and when we finished, we had evolved a plan—a set of principles—which I know has been used ever since that time, to as recently as six months ago. This proves, of course, that as a result of pooling of thoughts—the crystallizing of experiences of four men who knew their business—a plan was developed which has stood the test of time.

You can properly ask at this point, "What has that got to do with me

and my business?" My answer to that question is that if you in your businesses hope to be able to use the idea of premiums—incentives—effectively and beneficially, you will first have to build for yourselves a set of rules—a set of fundamental principles which apply only to your business and which only the people in your company can create, because they are the only people who know all of the intricacies of your business and the policies on which you operate. Once you have created a premium merchandising plan of this kind, then, and only then, can you or anyone else use the idea of premium incentives effectively and with the assurance that the premiums that you use will bring you the desired results.

Oh, yes, I am sure that each of you in your respective businesses have held many conferences having to do with premiums of many and various kinds, but in all frankness, I would be surprised if the idea just covered has been used as outlined. The reason for this is quite simple, as I see it.

Spontaneous

It has been my observation that most premium conferences are more or less spontaneous—somebody comes up with an idea that perhaps this, that or the other item might be used successfully as a premium because that particular item appeals to the person who proposes it. As a general rule, it has also been my observation that most of such suggestions come from the manufacturers of the item involved, and do not come from those who should be most interested: namely, the men repre-

senting the companies that might use such items.

In short, what I am trying to say is that I haven't seen very much hard, sound, down-to-earth thinking put behind the use of the almost atomic power of premium incentive merchandising by the executives of the businesses trying to fit premium merchandising into their operations. For the most part, the programs used have been of a "by gee—by gosh" nature, built on a "I sure hope it works" foundation.

At this point you may be asking yourself, "What you say is all very well, but what should be our starting premise?"

Simple Answers

The answer to this question is very simple, because primarily and above all else, the most important principle involved is, as strange as it may appear, nothing more or less than the practical application of the **golden rule**. The appeal of the premium—the appeal of any incentive as it is applied to all human relationships in order to be successful must—and I repeat this word with emphasis—**must** be predicated on making sure that the premium or incentive plan squares 100% with treating your **customers** the same way that **you** would want to be treated if you were a **customer**.

The appeal of any promotion or any incentive is primarily emotional in character. Certainly it must be backed up with worthwhile value—it must be something which can bring pleasure, satisfaction or real use benefits to the people to whom it is being offered. It must fulfill the desire and interest of the child, if it is a

(Continued on page 96)

IMPORTED WOODENWARE

Salad Bowls—Pepper Mills—Bread Boards—
Promotional items—Popular Priced—Write
for circular W.

L. SKALNY BASKET CO.

655 Pullman Ave., Rochester 15, N. Y.

COMPANÍA INDUSTRIAL Y COMERCIAL CASAL S. A.

**Exporters of Cuban Coffee
Washed and Natural**

J. A. Saco 51

P.O. Box 236

Cable "Casal"

SANTIAGO DE CUBA

where are we?

(Continued from page 78)

the population ten years of age and over, although consumption in the last quarter of 1957 was about twice the rate of population increase. Average number of cups drunk per person per day in those age brackets also has been rising during the 1950s. Unfortunately, per capita consumption of coffee and the average amount of coffee going into the cup have declined, and as a consequence, net civilian visible disappearance of coffee so far in the 1950's has been relatively static.

1956 Consumption

In 1956, coffee consumption thus measured was 4.7% below that of 1949, and excluding the abnormal results of 1954, net civilian visible disappearance in the 1950's ranged from 18,500,000 to 19,900,000 bags.

Per capita consumption of coffee in 1956 was 12% lower than in 1949. In 1956, per capita consumption (total population) was 16 lbs. of green-coffee equivalent, and it will be about the same in 1957.

A study made for the Bureau early in 1957 showed that the average number of cups of beverage made from a pound of regular coffee had risen to 63.9, compared with 45.9 in 1949. This represents an increase of more than 39% in the cup-yield rate and a decrease in excess of 28% in the amount of coffee used per cup.

Better brew potential

A return to the fuller-bodied brew typically drunk in earlier years, together with cup consumption at the present average rate, would mean a substantially larger volume of business for the coffee industry and for its auxiliary industries and trades.

To give one example: If home use of ground coffee only were at the rate of 50 cups instead of 63.9 cups per pound, an additional 3 300,000 bags of green coffee would have been needed in 1956 to satisfy requirements, measured by the number of cups of beverage consumed in that year.

This would have meant 218,000 tons more of freight, 366 700 000 lbs. greater volume for roasters, 220 000 000 more vacuum cans and 146,700,000 more paper bags. Moreover, the larger volume of coffee consumed would have meant more business for a number of other producers of goods and services, including banks and insurance companies, and it would have meant more dollar exchange for the coffee-producing countries to use in buying U.S. exports and in servicing their external debts. Although the example just presented is based on 1956 results, the magnitudes for 1957 would be very similar.

New, dynamic phase

A static coffee market, or one that grows at a rate that exceeds only slightly the rate of population increase, should not offer much comfort to the coffee industry as a whole and to its auxiliary industries.

If, in the years ahead, the mass of consumers can be led to discover the greater satisfaction that comes from drinking a full-bodied coffee beverage, coffee consumption will rise much faster than population and the industry will have entered a new and dynamic phase.

JANUARY, 1958

S. F. PELLAS CO.

203 CALIFORNIA STREET
SAN FRANCISCO 11, CAL.

Agents for

Comercio e Industria Cafeeira
Alta Paulista, S.A.
Jose Lamacchia & Cia., Ltda.
Reynaldo Massi, S.A.
Exportadora e Importadora Waxco Ltda.
Brazil

Comercial Internacional, S.A.
Managua, Nicaragua
San Salvador, El Salvador
Guatemala City, Guatemala

S. F. PELLAS INC.

104 FRONT STREET
NEW YORK 5, N. Y.

SPECIALISTS IN BETTER GRADES OF GREEN COFFEE

Agents in all the Americas
Since 1923

INSTITUTIONS

ARE GRADUALLY
TURNING TO

INSTANT COFFEE

FOR
ECONOMY
CONVENIENCE
LONG SHELF LIFE
EQUIPMENT COST SAVINGS

HARRISON'S HOTEL BLEND

INSTANT COFFEE

HAS HIGHEST ACCEPTABILITY RATINGS
FOR THIS SPECIAL PURPOSE DISTRIBUTION

In single use laminated foil and film packets and bags

NEW
DEMI-TASSE INSTANT COFFEE

HARRISON COFFEE
CORPORATION

COFFEE PROCESSORS FOR THE TRADE

72 Mill St.

Paterson, New Jersey

Phone MULberry 4-6349

premium merchandising

(Continued from page 94)

child's premium; Mrs. Homemaker, if it is aimed primarily at her; and something which will be of interest to the man of the house, in the event that he becomes the major target—all predicated on the principle of treating the other person as we ourselves want to be treated.

Putting this general program into work, I think, involves taking first of all, a single, solitary, simple step, and if you are going to share in the benefits which can be achieved through premium incentive merchandising, I maintain that it is a step which absolutely **must** be taken. What is that step? If—and only if—you want to try to expand your business through using the tool of premium incentive merchandising, then I suggest that as soon as practical after you return to your respective businesses, you assign the responsibility for the development and building of your company premium merchandising plan to one single straight-thinking executive in your company. Give him the specific responsibility for plotting and charting your own future program.

What should be the first step taken in developing your premium incentive program? In my opinion, the first step should be recognizing that any premium merchandising program costs money, and that such costs, or expenses, are legitimate and necessary selling expenses. These expenses can either be considered a part of advertising expense or, preferably, classified as a separate item of selling expense, and budgeted accordingly.

In other words, you should start off on the premise that premium merchandising is just a sales tool that costs money; and that if this tool isn't used efficiently, the result will be similar to that of a first class mechanic trying to do his work without the right kind of tools—inefficiently and at high cost.

The simplest way to budget such an expense is to base it on a definite percentage of sales, credited to a reserve against which the expenses incurred will be charged. This pro-

(Continued on page 108)

soluble coffee . . . the flavor and aroma barrier

By ALAN W. KATZENSTEIN, GABRIEL APPLEMAN AND L. C. CARTWRIGHT
Foster D. Snell, Inc.

The soluble coffee industry appears to stand at the threshold of the "flavor and aroma barrier"—that point in its technological progress which, when passed, will provide the next major advance in soluble coffee quality. As of the beginning of 1958, soluble coffee can still be readily differentiated from the freshly brewed beverage by both aroma and flavor. As yet, the preparation of a cup of soluble coffee is not accompanied by the delightful aroma characteristic of the brewed, roasted product. In flavor, as well, the difference is readily apparent between the best soluble coffee and a normal brew.

In recent months several commercial brands of "improved" soluble coffee have appeared on the market. These products are advertised as incorporating the aroma of fresh roasted coffee. They do, in fact, evidence aroma in varying degrees in the package and evolve a transitory aroma upon solution in hot water. However, with the possible exception of one brand, these products are not changed to any extent in flavor. Although these "improved" coffees do represent a step toward overcoming the flavor and aroma barrier, it is evident that a great deal of work remains to be done.

A considerable effort is now being made to improve soluble coffee. However, because of the lack of knowledge of what actually constitutes coffee aroma, such work is chiefly empirical. The newer analytical techniques, especially vapor phase chromatography, may help to discover the chemical nature of coffee aroma and flavor as a basis for the determination of the basic chemical difference between soluble and brewed coffee. With that knowledge, it may be possible to break the "flavor and aroma barrier." At present, the lack of knowledge of what actually constitutes coffee aroma makes it necessary that development work be largely empirical.

Despite this lack of knowledge, considerable work has been done over a period of many years, and much work is being done today to improve soluble coffee flavor and aroma. The developments in commercial products during the past few months indicate that the experimental work is producing results in spite of the lack of fundamental information. But let us look at some of the work which has been reported.

The study of methods to improve soluble coffee dates back almost to the inception of the industry. The capture



A Snell tasting panel checking soluble coffee.

of coffee volatiles has particularly attracted soluble coffee researchers, since the absence of good coffee aroma is one of the more significant differences between beverages prepared from soluble coffee and by brewing. This lack of good coffee aroma in the cup of instant coffee has been the basis for several patents. Generally, efforts have been directed toward removing volatiles and aromatics from the coffee before water extraction, and then adding these back just prior to, or following, drying of the water extractives.

As early as 1942, at a time when soluble coffee manufacture was in its infancy and when most of the product was being earmarked for military rations, Johnston (U.S. Patent 2,306,061; 1942) developed a process to reduce the loss of aroma which occurs while grinding roasted coffee. Rather than have the aroma lost to the atmosphere, he ground his roasted coffee in a closed system and had the vapors from the grinding operation mix with the dry soluble coffee at a low temperature. By working at temperatures as low as -15°C. to -70°C. , he reported condensation and absorption of the coffee volatiles onto the dry soluble coffee.

Heyman (U.S. Patent 2,432,759; 1947) proposed steam stripping the roasted and ground coffee to obtain desirable flavor and aroma constituents. He condensed the steam, passed all non-condensable gases through a solvent to insure recapture of all volatiles, then concentrated the condensates for re-addition to a normal aqueous coffee extract.

In 1951, Nutting was awarded a patent (U.S. Patent

(Continued on page 105)

needed: an ounce of invention

(Continued from page 50)

excessive watering) has occurred over a span of many years, the checking (and ultimate reversal) of this trend will not be accomplished overnight. Hence the Bureau plans to continue this kind of campaign.

It might be asked whether the "10¢ off" deals which are such an important part of coffee merchandising should be ultimately abandoned completely. Roasters we have discussed this with say the answer is "no", for fighting fire with fire, so to speak, will always be necessary. But there is also the possibility that if a roaster hopes to build a broader-based market for his product, with strong brand loyalty, he might have a better chance of doing it by including as a regular part of his advertising the constructive information his consumers want than if he relies solely on short term, price-based loyalty.

Packaging people tell us that not only advertising but coffee packages, too, could be better utilized. Some carry brief brewing instructions, many of which are incomplete and out-of-date. But most coffee packers leave the consumer completely in the dark as to how she should prepare the product. Others encourage the purchaser to use one-third or one-fourth more water, thereby postponing her next purchase by an equivalent amount of time.

Now let's conjecture briefly not on advertising but on the possible results of it, in terms of sales. Suppose that a competitor's advertising tells the purchasers of his

product that his coffee will give them 25% more cups per pound than any other coffee (including Brand X). Let's assume that 1,000 of his consumers, who normally use a pound a week of his coffee, take his advice. The result would be that those 1,000 customers would buy only 750 pounds of his product per week—or stated another way, to sell his 1,000 lbs., he'd have to have not 1,000, but 1,250 customers!

While he is busily engaged in cutting his own throat, Brand X has three basic choices:

1.—It can change its advertising to read, "get 26% more cups"—which will be followed by his 27%—X's 28%—his 29%, etc. until they've both cornered the local water market and have let a newcomer take over the coffee business.

2.—It can ignore him—at least until he woos some of its customers away.

3.—It can tell its customers about the dramatic difference they can expect when they try Brand X, prepared as directed, compared to any other coffee around. Brand X could toss in an occasional "5¢ off", pointing out that this is the equivalent of so many cups free (at least it's a different way to say it!)

One final point: From studies of coffee advertising, it has been estimated that only about 20% of the brands promote their product on a "more cups" basis. Yet because the other 80% have thus far failed to meet this challenge head on, the total market has declined.

Some of us believe that it will continue to decline until all segments of the industry have set aside their differences and have united to promote a better cup of coffee.

MYRIALLIS, PAPAPHILIPPOU Co. Ltd.

P. O. Box 173

ADDIS-ABABA (Ethiopia)

Telegr. address "MYRPAPA" Addis-Ababa

Branches

ASMARA (Eritrea), DIRE-DAWA (Ethiopia), DJIBOUTI (French Somaliland), ADEN (Arabia)

Agencies: throughout the world.

New York Agents:
Messrs. Sprague & Rhodes, Inc.
109 Front Street
New York 5, N. Y.

New Orleans Agents:
Messrs. Schaefer Klaussmann Co., Inc.
302 Magazine Street
New Orleans 12, La.

EXPORTERS of ETHIOPIAN COFFEES under the mark "M P C"

THE PARTNERS OF THE COMPANY HAVE SPECIALIZED IN THE EXPORT OF ETHIOPIAN COFFEES SINCE 1917

ESTABLISHED 1899

COFFEE

STEWART, CARNAL & CO., LTD.

**IMPORTERS
NEW ORLEANS**

"Should I eat my words?"



By EDWARD ABORN, President
Tenco, Inc.

A very short eight years ago I made the statement that the United States coffee roasting trade had nothing to fear from the threat of instant coffee—if the industry would get busy and make available to the American consumer a simple, foolproof device for the proper brewing of coffee in the home. In view of my own transition from a regular coffee producer to a soluble manufacturer, I have often been asked if I would not like to eat (or drink) that statement of 1949. Actually quite the reverse is true, and a look at the record will quickly reveal why.

In 1947 possibly 6% of the cups of coffee consumed in the home were made from instant coffee. The product was not particularly good, but it was at least simple and easy to prepare. The balance, made from regular coffee, was brewed at an average rate of 50 cups to a pound in a myriad of brewing devices—virtually none of which could pass the tests for the seal of approval of the Brewing Committee of the National Coffee Association.

Today, in 1957, probably at least 27% of the cups of coffee consumed in the home are made from instant coffee, simple and easy to prepare and greatly improved in quality.

And what—during these same eight years—has happened to regular coffee? First, no improvement in the quality of the product or its container; second, and most important, virtually no change in the brewing devices used or available; and third, it is being brewed at a rate (according to the Pan-American Coffee Bureau) of 64 cups per pound.

What greater opportunity could have been made available to those of us who saw what was coming and made the switch from regular to soluble? While the regular industry was complacently going along, letting Mrs. Consumer struggle with inefficient, poorly constructed brewing devices that didn't even provide reasonable operating directions, the soluble producers were spending large sums of money in a frantic effort to make a truly better product. A typical example of this tremendous effort on the part of the soluble industry can be demonstrated by the fact that Tenco, now only five years old, alone will spend more on research this year than the combined efforts of the coffee industry as represented by NCA and PACB.

The results speak for themselves. In a scientific world of atomic submarines and "sputniks", it is to be expected that those who venture to create the improved will prevail. And where do we go from here?

In view of the fact that there do not seem to be any new and startling developments in the way of a simplified, highly efficient brewing device, it becomes evident that instant

coffee may possibly take over the dominant position, even without any material change in the present product. Add to this tremendous improvements that will emerge from the laboratories of the leading soluble producers in the days and years to come, and it can readily be seen that the day when virtually all coffee is prepared from an instant product may eventually come.

I make no bones about saying that instant manufacturers have not as yet produced a product that will equal the *perfectly* brewed cup of regular coffee. However, in reflecting upon my statement of 1949, it can be said the industry did not develop the perfect brewing device and that the instant products we now produce make a better, more enjoyable cup of coffee than many housewives are able to brew in some of the wholly inadequate brewing devices on the market or at exorbitantly high ratios of water to coffee.

In many ways this transition is proving fortunate for the coffee world. Because of the rapid growth in acceptance of their product, the soluble coffee manufacturers have been spurred on in their efforts to make a better and better coffee, and such great strides have been made that today a good cup of coffee, the same each time, is so easy to prepare that overall consumption is greatly augmented.

With the improvements to come, it is not hard to visualize a staggering increase in total consumption of coffee, not only in the United States, but throughout the world.

brewing in glass

(Continued from page 89)

coffee sales. And the restaurant men get paid for the "pot," not just one cup.

So, to you Mr. Roaster, we make this suggestion. Look at glass coffee brewing equipment and glass coffee servers as your merchandising arm to build coffee sales.

And if you feel your sales need a shot in the arm, and you're looking for the doctor—call on your manufacturer supplier.

Here at Vaculator, for example, we have garnered over the past quarter century a varied group of plans used successfully by institutional roasters in building sales. The right plan can be worked out for you, too. And we feel this kind of merchandising—using the brewing equipment itself as your sales weapon—can be a low-cost means of building more business for you, as well as helping to make restaurant coffee flavorful, tasty, zestful—a real standard for the home

quality in instant coffee

"The rise of instant coffee sales in the United States to the point today at which about one in every three cups used in the home is of the instant variety is attributable to just one thing—the fine quality of the South and Central American coffees used in the blends of the well known, nationally advertised and distributed brands," reports Charles Leister, vice president in charge of purchasing of The Nestlé Co., Inc.

"There's no substitute for the top grades of green beans to produce a good instant coffee," Mr. Leister said. "There's nothing in the manufacturing process that could possibly disguise the flavor of whatever beans are used since there is no ingredient in instant coffee except coffee itself."

Mr. Leister, whose firm pioneered in the manufacture of modern instant coffee when it introduced Nescafé about 20 years ago, said that the quality of any of the Nestlé brands—which include Decaf, decaffeinated instant, and Nestlé's Instant Coffee in addition to Nescafé—is obvious by a taste test. It would also be apparent visually to any experienced coffee man who walked through the green coffee warehouse of any of Nestlé's four U. S. plants.

"Bags of Colombian and Santos are piled ceiling high along with the best of the Central American coffees," Mr. Leister declared. "There are no buyers in the coffee market more finicky than Nestlé's coffee tasters. Quality comes first. It has to. The convenience and economy of instant coffee may have attracted consumers originally but you must give them fine coffee flavor to hold them."

Mr. Leister pointed out that no single food item is more important to the American housewife than coffee. She varies her family's diet each day by selecting different meats, vegetables and desserts, but coffee is always on the menu, usually for all three meals as well as in between. The prime importance of coffee has made it the most valuable commodity in international trade, excepting only petroleum. Any wide fluctuation in coffee prices is top priority news in dailies across the country.

Instant coffee is responsible for much of the steady rise in coffee consumption, according to Mr. Leister. Current figures show that coffee is the favorite beverage in 97% of all American homes and is served in all fine hotels and restaurants. There are many days, particularly in the winter, when Americans drink as much as 370,000,000 cups. Only a few years ago, one in four cups made at home was instant. As comparatively recently as the close of World War II, only about five per cent was instant. Many authorities who never thought that instant coffee would have more than negligible effect on consumer habits now believe that the day will come—and within a few years at that—when one in each two cups will be instant.



Colombian coffees go into conveyor at Freehold, N. J., Nescafé plant.

"There are several reasons why instant coffee has led the way to greater coffee consumption," says Nestlé's purchasing chief. "The speed and ease with which anyone can now prepare a fine cup of coffee has stepped up the number of cups the average person drinks today. Coffee breaks have become a great deal more prevalent. These breaks are not only in offices and factories but at home. A housewife at home alone during the day, for example, is much more likely to have a cup when she can prepare the exact amount she wants in a couple of minutes' time. Moreover, instant coffee makes it easier for hostesses to serve coffee to evening gatherings at home. Nestlé has helped to promote such coffee service through its premium offer of a DeLuxe Coffee Server.

"During the warm weather months we promote and advertise iced instant coffees and, as a result, coffee consumption, which formerly went down in the summer, is much higher now than formerly and competing strongly with other beverages that once dominated the market from June through September."

Tracing the history of instant coffee, Mr. Leister said that for seven long years intensive testing and experimentation were conducted by scientists in Nestlé's laboratories before the first jar of Nescafé went on the market; when it did, it was the first instant coffee to achieve a flavor and body equal to that of the finest ground coffees. Other manufacturers followed Nestlé's lead afterwards and, says Mr. Leister, they have succeeded in increasing the market for all. Nestlé sells a great deal more instant coffee today than it did prior to the advent of competition. And on a global basis Nescafé is the most widely distributed of all instant coffees.

(Continued on page 152)

coffee needs research

(Continued from page 57)

gathering actually progressed, it was possible to give the industry for the first time an opportunity to have questions answered with facts, if facts were available. Through its annual surveys of literature, the industry has been kept abreast of work on coffee going on throughout the world. A bulletin summarizing information about the chemistry of coffee has been popular. Requests for copies, many from outside the industry, have been received.

Second, to help it find the facts that are needed to answer some of the questions perplexing the industry, it has called on a number of the finest scientists in the country who, together with their modern facilities and skilled assistants, are working for the industry in a program designed to increase and complement the Institute's activities efficiently and economically. Some of the results that come from such sponsored research will be mentioned below.

Third, the Institute itself has organized a small but efficient laboratory in which a number of basic, practical analyses can be carried out. Many roasters, equipment manufacturers, food service groups and others have profited directly from information obtained in this laboratory in response to specific requests. Industry service activity has demonstrated its value and should be expanded.

Fourth, the Institute laboratory also provides facts, from both past and present research, to support the field research program. All questions relating to equipment performance, grinds, color, water, sanitation, beverage preparation and stability are answered factually whenever possible. Special experiments are designed and carried out to give the necessary information when lacking. Industry acceptance of the field program has been widespread and gratifying. Without research to back up its effectiveness, it could not have grown to its present magnitude.

Fifth, reasearch on the factors intimately involved in the preparation of good beverage has occupied much of the Institute's attention and has already contributed a more realistic understanding of some problems and experience that points the way to the solution of others. Some details of the interrelationship between extraction of soluble material from coffee grounds, formula and beverage taste, aroma and acceptability have been worked out. This knowledge, although still incomplete, is in the basis for equipment evaluation, a guide for recommendations of grind size, bag, paper or metal screen filtration rates, for contact time between grounds and water, and in particular, the limit within which coffee-water ratios must be held for beverage acceptability. All of this permits constantly uniform preparation of the best beverage possible from the coffee, water and equipment used.

Now, for the first time, objective control of brewing is possible.

Sixth, since its inception the Institute has been waging a battle against the watering of coffee by food service groups and against the futile and damaging sales promotion based on the idea that some blends are stronger than others. Strength has never been carefully defined or characterized by the coffee industry. It is generally confused with bitterness, which appears in beverage if

JANUARY, 1958

An Announcement of Tremendous Importance to The Coffee Industry

ALL OVER THE WORLD

We have discovered a new process for the production of instant coffee having the real flavor and aroma of Roasted Coffee.

No change necessary in your present equipment. Samples can be produced for you from your own blend of green or roasted coffee.

We are accepting a limited number of contracts to design and build complete plants embodying this revolutionary discovery. (U.S. Patent Applied)

This new revolutionary discovery enables us to manufacture the finest Pure Coffee Concentrate that has ever been offered to you.

Our Coffee Concentrates can be the means of your capturing tremendous business. Please check the following uses. We will send your free samples with instructions.

- ☐ Coffee Concentrate for flavoring Ice Cream.
- ☐ Coffee Concentrate for Vending Machines. (No refrigeration necessary)
- ☐ Coffee Concentrate for making real Coffee-Milk.
- ☐ Coffee Concentrate for Carbonated Beverages in cans or bottles.
- ☐ Coffee Paste for the Baking Industry (For Coffee Cake Icings)
- ☐ Coffee Coatings for the Candy Industry. Richest flavor of pure roasted coffee. An amazingly delicious candy.
- ☐ Coffee Concentrate for making the perfect coffee syrup.
- ☐ A new coffee candy to help you sell roasted coffee.

Mr. Coffee Roaster: We will pack any of these products under your private label. Cash in on the sale of coffee products in your territory.

Write for samples. Check the products you are interested in.

A number of territories are still open for representation.

Write—wire, cable or phone
for complete information.

HEYMAN PROCESS CORP.

Consulting Chemists (Coffee Specialists)

2954 Fulton St., Brooklyn 7, N. Y.

Tel.: TA 7-8296

Cable. HEYMCAFE

the coffee is overroasted, ground too finely for the equipment used, or over-extracted. Such bitterness has been sold as strength, and must be diluted with more water to give it even a small measure of acceptance. The result is nothing that anyone associated with coffee can be proud of.

By objective analysis, it can be shown that such practices watering, overroasting, excessive grinding and over extraction—lower acceptability and prevent the high quality of fine beans from appearing in the cup.

As a result of evidence that has been accumulating from research, a new approach to coffee promotion can be made. This approach will eventually involve all of the factors that must interact harmoniously before the consumer has the cup of perfect coffee in his hand. Remember—a cup of perfect coffee can come only from a superior blend, properly roasted, the right grind, good water at the right temperature, the right coffee-water ratio, good contact between coffee and water for the right length of time, complete separation of grounds from beverage, and equipment designed with brew quality first in mind. Anything else is not the best.

The new advertising program of the Pan-American Coffee Bureau is a great advance in coffee promotion. It includes many of the points mentioned above—in particular, time and formula, with special significance attached to over-extraction. Everyone having a stake in the present and future welfare of coffee should welcome this advance in coffee promotion and push it with vigor and enthusiasm. The role of research in unearthing new knowledge

to be used as a background for advertising and promotion must not be underestimated.

Seventh, after only two years, it now seems certain that the mystery of coffee aroma will be dispelled by research. Until a new technique called gas chromatography was developed, there was little hope. The Institute has been a leader in the application of this new tool to coffee problems. It can now be used to understand more fully the aromatic differences among varieties and blends, the roasting process, losses of aroma in grinding and packaging, losses in beverage preparation and storage. Most of the inquiries on aroma analysis have come from the manufacturers of instant coffee. It can work for regular coffee as well.

Eighth, beverage coffee is 99% water. Therefore, coffee should be made with good water. The effect of water impurities and water treatment has been constantly studied in several research projects sponsored by the Institute. Although no fact is unimportant, the major result from these investigations clarifies the action of zeolite water softeners and refutes the claim that more beverage can be obtained from coffee if softened water is used. The research shows that softening changes the water composition. The change affects the coffee both chemically and physically in such a way that the time of contact is prolonged, over-extraction occurs and a bitter brew is produced. The bitter brew must be diluted. Here, then, is a typical confusion of bitterness and strength, and its elimination by organized experimentation.

(Continued on page 104)

Now—

You Can Pack Decaffeinated Solubles

**YOU CAN OFFER CAFFEINFREE COFFEE
UNDER YOUR OWN LABEL
EITHER REGULAR OR SOLUBLE.**

We decaffeinize your own coffee on a commission basis or we supply green caffeinefree coffee which is suitable for preparation in either form. Ask for prices in bags of 150 lbs. c.i.f. American Port.

from

COFFEX A.-G., Schaffhausen, Switzerland

Cable Address: Coffex Schaffhausen

Agents in

FRANCE: Societe Alsacienne d'Importation de Cafes, 21 Rue des Francs-Bourgeois, Strasbourg (Bas-Rhin)
NETHERLANDS: Coffex N. V., Prinsengracht 463, Amsterdam

ITALY: D. Tesi & Co., Piazza Stazione No. 2, Firenze

solubles—the coffee business of the future

By **GEORGE HARRISON**, President
Harrison Coffee Corp.

Instant coffee users long ago stopped being apologists. They do not consider soluble coffee as a substitute for regular coffee, but as a *new* coffee beverage brought to its state of acceptance by U. S. engineering enterprise and the general readiness of consumers to buy worthwhile, serviceable products. Soluble coffee is another tribute to U. S. industry and distribution techniques.

Estimates by the Pan-American Coffee Bureau now give solubles 25% of the national coffee dollar. Some individual regions are almost double this rate. If we accept 4% as the total volume in 1946 and 25% now, then solubles have jumped approximately 625% in eleven years; or, if the rate of growth is compounded from year to year, then the average improvement rate has been approximately 18.3% per annum. If this same national rate of growth continues, then 50% should be reached by 1961. However, most observers believe this estimated rate of growth to be on the conservative side.

The rapid and sustained growth of the past 11 years warrants appraisal of the soluble coffee movement as a popular trend. Aggressive sales techniques alone could not have succeeded in developing the trend; the product had to be palatable and acceptable. Consumers select and buy the things they like, and we therefore must believe they like soluble coffee.

Although sales figures are convincing, there is additional proof of increasing preference for soluble coffee as seen from the instant coffee acceptability tests the Army makes in their annual examination of all solubles offered for Armed Services procurement. High grade regular coffee is included in the test purely as a control.

In 1950 the seven brands of soluble coffee offered rated below the fresh coffee. In 1952 there were 11 brands tested and nine rated *above* the regular coffee for acceptability. From 1953 to 1956, every one of the solubles offered (eight in 1953, nine in 1954, 13 each in 1955 and 1956) rated *higher* than the high-grade Army coffee. In 1957 there were 15 samples, and indications are that all 15 will rate higher than the regular coffee.

Comparative results between the two items are not relevant to the purposes of the test, but are important to coffee men interested in consumers' reactions to soluble coffee.

Even those who prefer regular coffee will doubtless admit that most soluble coffees when prepared in the consumers'

favorite strength have better body and flavor than what passes for a "cup of coffee" in the mass of restaurants using three to four gallons of water to the pound of coffee.

In addition to convenience and economy, consumers like the stability of instant coffee. They like the idea that the soluble product assures even flavor from first cup to last. In this respect, consideration might be given the view that the success of aroma reincorporation into soluble coffee may depend on how stable is the aroma retention; will the "aroma improved" product be as stable day after day as the acceptable product now generally distributed?

Very little has been done to promote coffee flavoring in the kitchen. Soluble coffee lends itself ideally for highly concentrated flavoring for homemade confections, desserts and baked goods, so that another almost virgin field is ready to be exploited.

Soluble coffee sales have also shown considerable improvement in the institutional field, and there is every indication that the change to solubles will be at much greater speed because of the established general acceptance.

A demitasse coffee has been most successfully developed and shows great promise, primarily because its manufacturer has been sensibly generous in the selection of his coffees.

"Coffee and chicory" has been part of the coffee scene for a long time, and the development of this regionally popular mixture in instant form has helped broaden the base for general coffee consumption. Instant coffee and chicory has a high rating and shows great promise.

New combinations with coffee as the main ingredient will emerge in time. Coffee flavored with spice, coffee sweetened with chocolate, coffee made with the Turkish influence, and other inviting blends are bound to make their appearance in instant form.

Since more and more consumers are quickly adapting to a new coffee expectancy, it appears to be good business for the industry to adjust itself faster to this new trend.

Unquestionably, solubles are destined to be the coffee business of the future.

All the progress will not be smooth. As with all growing things, here, too, stresses must be expected which in the absence of concern, care and effort, could stunt the growth. The extent to which the industry is permitted to strengthen and prosper will depend in good measure on what steps government will take to protect it from unfair competition with solubles manufactured in the growing countries.

There is a willingness in several coffee growing countries to support their soluble coffee industries in ways with which it is impossible for us to compete. Most important tactics

(Continued on page 134)



brewing is your business

(Continued from page 63)

what remains to be learned in the future could be largely dissipated and ineffective unless it is passed on to the ultimate consumer through promotional and advertising efforts. This is why the advertising backing by Pan-American Coffee Bureau is being greeted with such enthusiasm by the Institute. It reinforces CBI efforts, it centers the attention of a vast number of coffee drinkers on the number one requisite for a good beverage.

But, again, important as this campaign is, it is only part of the picture. The remainder should be filled out by the roaster community itself. The individual coffee man should supplement this generous assist by plugging brewing on the local and regional level with all the advertising media at his command.

It's a story that is going to have to be "twice told"—indeed, "thrice", and ad infinitum.

It's a story that the Institute representative will broadcast with all the fervor at his command. His business is better brewing. Anything he can do to spread the gospel he will do. That means not only enthusing the coffee trade but the restaurateur, the equipment manufacturer and the consumer. He'll maintain the established approach that has worked so well for him. He'll intensify efforts to get his story to the homemaker through radio and television, he'll plump for expanded use of the do-it-yourself program.

His efforts will be matched by all other phases of the Institute operation. Research will continue to feed him

the product of laboratory studies and experiments, will stand ready to assist in solving problems and answering questions. Public relations will exert every effort to publicize the importance of good brewing, utilizing every media at its command.

Here, in broad strokes, is a plan of action. With the backing now available, it is hoped that the same spirit of enthusiasm and responsibility can be instilled at all industry levels. There is every reason why it should be accepted and promoted with vigor.

The need is obvious, the method of achievement is sound, the results can be highly rewarding—both from the standpoint of the cash register and prestige.

coffee needs research

(Continued from page 102)

The Institute is also working closely with the industry to find a hard water treatment that will not affect beverage preparation or flavor and at the same time reduce equipment scaling, replacement and maintenance.

These are only a few examples illustrating what research can do.

Take a close look at a modern coffee plant, compare it with what was common 25 years ago. The difference is the result of research.

Take a look at the future, imagine what might be the picture 25 years from now. The difference will be the result of research.

Coffee needs research.

J. N. SOARES CO.

110 FRONT ST. NEW YORK 5, N. Y.

Telephone: Cable Address:
WHitehall 4-8152 "JOSOARES" New York

Agent for Angolan Shippers

**MEMBER: GREEN COFFEE ASSOCIATION OF NEW YORK CITY, INC.
NATIONAL COFFEE ASSOCIATION**

inert gas packaging of instant coffee

By R. B. WILHELM, Manager
Instant Products Division
Owens-Illinois Glass Co.

Have you a product which requires protection from atmospheric oxygen? The instant coffee industry can attribute its tremendous growth during the past few years not only to its convenience but, even more important, to the continual improvement in its quality and flavor.

More recently, methods are being developed to produce an improved product which better retains the aroma of freshly ground coffee.

It has been found that such new products must be packaged in the absence of oxygen and kept in that state to prevent loss of aroma. The change in product characteristics makes this protection necessary, a requirement not essential to the present product.

Because of its light, fluffy nature, it is impossible to mechanically vacuumize the product at commercial speeds without pulling the powder from the jar. Furthermore, it was considered desirable to include the tamperproof feature of Tacseal, the drumhead glassine cover which adheres to the top of the jar. This protective cover cannot readily be applied in the vacuumizing process.

This industry problem has resulted in the development by Owens-Illinois of a novel technique for packaging the new aroma coffee under inert gas.

The process consists of two units used in connection with a Vacu-Flow filler. The first unit vacuumizes and then releases to fill the empty jar with inert gas. It is, in fact, a vacuum-gasser. After the gas-filled jar is processed through the specially adapted filler, it is delivered under an atmosphere of inert gas to the next unit, called the spin capper.

This unit also operates under an atmosphere of inert gas where the Tacseal adhesive is applied. This applicator is an integral part of the unit. The cap is then spun on in a straight line operation.

The result is a very low percentage of oxygen in the completed package, with a high speed operation. The equipment is flexible to accommodate the two-ounce jar with a 58 finish and the six-ounce jar with a 70 finish for deep skirted closures.

This equipment incorporates unique principles for packaging this type of product under inert gas in glass jars. It is the result of studies started some years ago, and

should meet a very definite need in the instant coffee field, where the perfected product requires protection from atmospheric oxygen, present developments indicate.

the flavor and aroma barrier

(Continued from page 97)

2,562,206) for another method of steam stripping the roasted coffee and then adding the volatiles to the water soluble extractives.

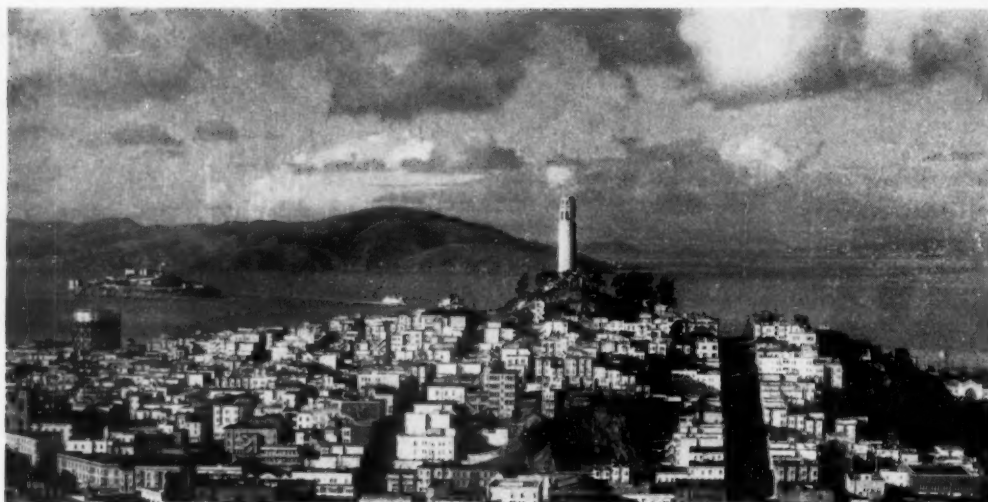
The aroma emitted from a coffee roasting plant appeals to many coffee lovers, and for many years there have been attempts to recapture the aromatics lost from the roasting process. Heyman (U.S. Patent 2,454,510; 1948) tried to prevent loss of at least those aromatics which are lost by steam distillation when the roast is quenched with water. For his process, which pertains to a liquid coffee concentrate rather than to an instant dry coffee, he claimed that quenching with a corn syrup solution, or corn syrup plus coffee extract, retained the volatiles otherwise lost, and that grinding the coffee in the presence of such a quenching solution further prevented the loss of aromatics.

Some researchers have claimed that the use of steam in any form is deleterious to coffee flavor, no matter how efficient it is as a distilling medium. Gilmont (U.S. Patent 2,563,233; 1951) used this theory as the basis for his process, in which the desirable constituents are removed by solvent extraction of the roasted coffee with aliphatic hydrocarbons. He then fractionates the extract, claiming that the fraction removed by distillation at 15-10 microns pressure and 185-225° F. are considered desirable for coffee. This fraction is added back to the water soluble materials extracted from the coffee previously treated with hydrocarbons. The remainder of the organic solvent extract is further fractionated into an edible fat portion and a residue suitable for non-food uses.

One of the more unusual processes proposed is that of Chase (U.S. Patent 2,758,927; 1956). To overcome the problem of losing aromatics in the roasting process, he proposed to grind and extract simultaneously the green coffee, dry the extracted matter, and then roast these solids at conventional coffee roasting temperatures. This, he claims, results in a product having the full quota of desirable aroma constituents. The effectiveness of this technique is open to speculation, in view of the fact

(Continued on page 132)





GREETINGS FROM THE WEST COAST

BREAKFAST CLUB COFFEE

ROASTERS & PACKERS

1200 No. Spring St.
Los Angeles 12

CALIFORNIA COMMODITIES CORP.

214 Front Street
San Francisco 11, Calif.

WELDON H. EMIGH CO., INC.

SANTOS — MILDS

150 California Street
San Francisco 11

FARMER BROS. COMPANY

ROASTERS & PACKERS

3828 South Main Street
Los Angeles 37

FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street
San Francisco

MARCEL S. GARRIGUES CO.

CERTIFIED PUBLIC WEIGHMASTERS

Specializing in Green Coffee

104 Commercial St., San Francisco 11, Calif.

GRACE LINE

SERVES THE WEST COAST COFFEE TRADE

Los Angeles, San Francisco, Portland
Seattle, Vancouver

HARRIS & BISSELL

CARGO SUPERINTENDENTS
CERTIFIED PUBLIC WEIGHERS

200 Davis St., San Francisco

D. HECHT & COMPANY

CRUDE RUBBER AND FOREIGN PRODUCE

510 Battery St., San Francisco

HILLS BROS. COFFEE, INC.

COFFEE ROASTERS

San Francisco, Calif.
Edgewater, New Jersey

HUGGINS-YOUNG CO.

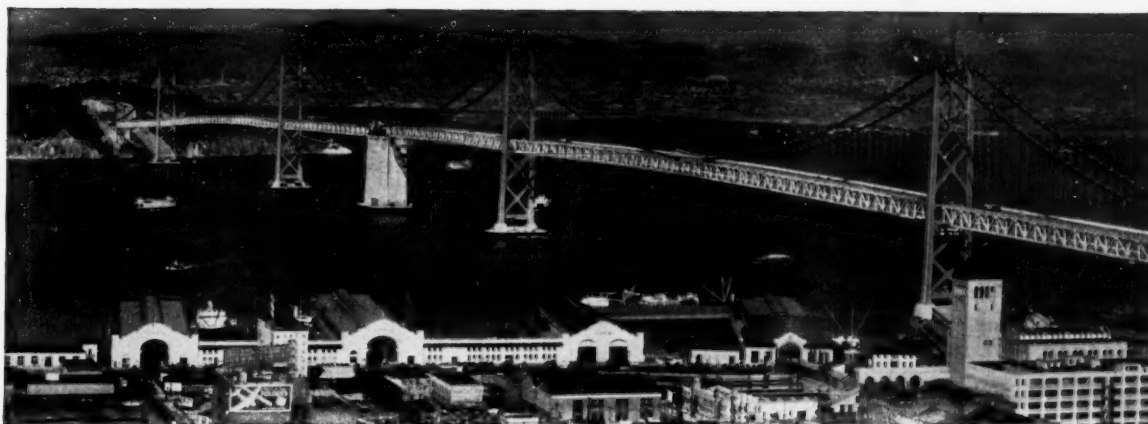
ROASTERS & PACKERS

4618 Pacific Blvd.
Vernon 58, Calif.

INTERNATIO-ROTTERDAM, INC.

IMPORTERS

351 California St.
San Francisco 4, Calif.



LEON ISRAEL & BROS., INC.

COFFEE IMPORTERS

Brazil — Colombia

160 California St., San Francisco 11, Calif.

JONES-THIERBACH COMPANY

ROASTERS

431 Battery Street
San Francisco 11

G. W. KONIG & SON

CERTIFIED PUBLIC WEIGHMASTERS

147 Drumm Street
San Francisco

HARRY MAXWELL AGENCY

220 Front Street (11)

San Francisco

H. G. RENEHOME

GREEN COFFEE

260 California Street
San Francisco 11

ROYAL CORONA COFFEE CO.
DIVISION OF CONTINENTAL COFFEE CO.

621 Western Avenue
Seattle 4, Wash.

SCHILLING

Division of

McCORMICK & CO., INC.

301 Second St., San Francisco 7

SPICE ISLANDS COMPANY

SPICE GRINDERS

100 E. Grand Ave.
South San Francisco, Calif.

GREETINGS

B. C. IRELAND, INC.

Established 1885

IMPORTERS

AGENTS AND BROKERS IN

COFFEES

SPICES • SEEDS • TEAS

241 California St.

San Francisco 11, Calif.

A L O H A

Best Wishes to the

National Coffee Association Convention

HAWAIIAN KONA COFFEES

BRAZILS

ECUADORS

C. G. CAMBRON CO.

BROKERS AND AGENTS

Established 1890

210 CALIFORNIA ST.
SAN FRANCISCO 11, CAL.

Sutter 1-2532

Teletype SF 501

premium merchandising

(Continued from page 96)

cedure will provide a simple, easy-to-handle check control formula.

The next step under the classification of the "how" of premium merchandising should cover its various general categories, as follows:

A—Direct to consumer category

- 1—Merchandise awards: such as nylon hose, towels, silverware, offered for so many labels, wrappers, coupons; in whole or

for part cash; "pick-up" from dealer, or by direct mail.

- 2—Prize contests: testimonials, last line jingles, personal experiences.

B—Direct to Dealer

- 1—Free goods
- 2—Special combination offers
- 3—Store and window display prizes
- 4—Prize awards for sales results to dealer sales personnel
- 5—Reward for quantity purchases—loading deals.

C—Direct to Jobber

- 1—Free goods
- 2—Special combination offers
- 3—Prizes to jobber salesmen for getting new dealers; sales of specials
- 4—Loading deal sales.

The categories I have enumerated are very general in nature and are intended only to provide a summary of the various channels of premium merchandising. The reason for enumerating them is to provide a road map, so to speak, covering possible ways and means of reaching your sales objectives with either the consumer, the dealer or the jobber, individually or collectively.

After the above program has been built, you will have your master general plan. This done, you should be ready to build and develop your specific promotions, and here is where creative ability, imagination, knowledge of human nature, judgment of values and the practical use of the principle of the **Golden Rule** becomes all-important. If you want to build consumer sales, what can you offer her that will impel—not just influence—but **impel** her to buy? If it is dealer or jobber coverage you want, what can you offer that will **impel** them to buy? Will it be free goods, prizes for sales made—or what? These questions can only be solved through application of many solid hours of logical thought which will bring you an idea which you believe will work.

But you are not through yet. No indeed, because up to now you have only an idea which you **think** will work. Therefore, your next common sense step must be making spot market tests—at least one, and preferably several, if your distribution covers a wide geographical area. Such a test will tell whether your idea is good, mediocre or poor, where it should be changed, if needed, and whether the idea will produce the results desired at a cost within your budget. Your market test result will either justify the cost of your plan or perhaps save you thousands of dollars by making you abandon a plan you have found won't work.

If so, what do you do? That's easy. You start all over again, and keep going until you develop a plan that will do the job you want done. Be assured of one thing above all

(Continued on page 199)

HESSER **MANUFACTURERS**

of Fully Automatic Packaging Machines
with output up to 70 cartons or bags
per minute. Also available Bag Fill-
ing and Closing Machines, Cello-
phane Wrapping Machines,
Weighers and Volume Fillers.

FR. HESSER
Maschinenfabrik Aktiengesellschaft
STUTTGART-BAD CANNSTATT

Represented in Eastern USA by Messrs. Geveke & Co., Inc., 25 Broadway, New York 4, N. Y.
in Canada and Lake District by Messrs. Packaging Equipment Service Ltd., 124 Willowdale Street,
Willowdale, Ontario.
in Western USA by Messrs. James C. Hale and Company, Packaging Equipment, 282 Seventh
Street, San Francisco, Calif.
in Southwestern USA by Messrs. Edward Wagner, 3911 Oak Lawn Avenue, Dallas 19, Texas.

photoelectric sorting of green coffee

By A. G. CURTIS, Vice President, Mandrel Industries
President, The Elexso Corp.

Mr. Curtis, was with the Electric Sorting Machine Co. for 25 years, until in 1956 it was merged with Mandrel Industries, of which it is now a division. For 20 of those years he was president of Electric Sorting Machine and the driving force behind its growth. In his present capacity, he is vice president in charge of foreign operations for Mandrel Industries.

The goal of the green coffee processor is to move the maximum quantity of his product to market in as perfect condition as possible, and because processor profits are computed in terms of so much money per ton of processed product, it follows that the more tonnage he produces, the more profit he makes.

On the whole, therefore, it can be said that the successful processor is the one who conducts a continuous and successful search for new machines and techniques by which he can increase his total plant capacity, decrease his factory costs and still improve the quality of his product.

If he is successful in increasing his plant capacity he must both buy and sell more coffee. Buying more coffee seldom is difficult, but to sell the increased volume requires, in the opinion of eight major firms, the marketing of an absolutely clean grade of coffee, for which there seems to be an almost unlimited demand. In fact, the demand so greatly exceeds the supply today in the case of certain Robustas that a substantial premium market exists for the uniformly clean deliveries.

So the processor who establishes himself as a shipper of completely clean coffee can market all he can process which, of course, permits him to buy more and to process more and therefore to make more profits.

The biggest roadblock in the way of increased production of pure coffee has always been the hand-picking department, which is both costly and unreliable and, with seriously defective coffee, extremely slow. A situation, at best, in which a large number of women labor at the most undignified of tasks at marginal (or worse) wages; in short a potentially explosive situation with *utterly no future!*

To date, therefore, no major coffee processor has thought it either wise or advisable to base the future prosperity of his business on the sale of a grade (or grades) of coffee which must be hand picked. No one can blame these firms for their unwillingness to build an edifice on the shifting sands of human drudgery.

With the advent, however, after 30 years of travail, of automatic color sorting machines, the major processors immediately realized that the bottleneck had been broken and, thereupon, immediately instituted large scale production tests which later proved that electronic selection of coffee was indeed practical.

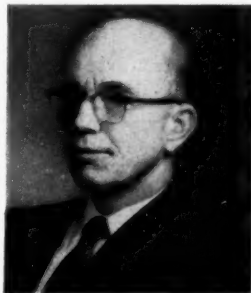
Today, a vigorous start has been made throughout the world with fully automatic color selecting installations having a daily capacity of about 300 tons of green coffee. Current demand seems to indicate that a sound basis is being laid for a substantial increase in installed productive capacity for the new high grades of clean coffee.

During my trip through Europe and England last summer, I visited several of the leading green coffee dealers. I saw many samples of what one firm called "Electronic Congos," coffee beans of uniform size, uniform color and with no foreign material. Another dealer was quite enthusiastic about these Robustas because they were not "controversial," i.e., in a falling market at delivery time there was no off-color material upon which to build a discount case.

Other dealers reported many interesting observations, of which I shall report only a few:

1. In a falling market spotlessly clean coffee is easier to liquidate.
2. The house salesman likes to sell coffee with no visible defects because it enables him to concentrate on building customer goodwill and to avoid sparring about defects.
3. The roaster appreciates uniform bean size without broken trash because the roast of such coffee is more manageable and has less carbonization.
4. Competition based solely on price has only one end, namely, no profits for anyone. Competition based on quality (and uniform shipments) has always resulted in a larger share of the market.
5. Uniform deliveries of clean coffees tend to drive off-grades "underground" and hence tend to ameliorate a situation of oversupply. For example, in a situation

(Continued on page 148)





Left: This view shows relationship of cleaning, storage, blending and roasting activities. Two Burns No. 7 recirculating cleaning and scalping assemblies are on the mezzanine, at the left. Bulk storage bins in the foreground are for cleaned, straight coffees. Burns volumetric feeders draw a pre-set blend from the bins, discharging into a continuous mixing conveyor. To the right of the bins is a continuous roaster. Center: Close-up of one of two No. 21 Con-

tinuous Roasters. From left to right on the mezzanine are roaster feed bin, roaster recirculation system, cooler collector, inlet for outdoor air used in cooling, bins for storing roasted coffee. Right: True-Flow Bins mounted over scales which feed a two-pound closing machine and two one-pound lines. Shutdown of a packing line automatically shuts off coffee flow to granulators feeding that line.

coffee plant automation has arrived

By J. L. ROBINSON, President
Jabez Burns & Sons Inc.

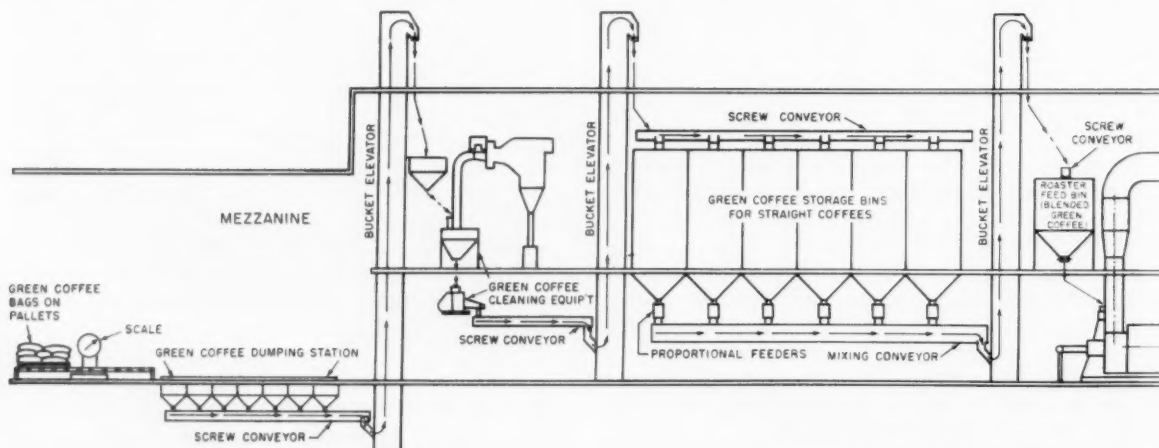
We hear a great deal these days about automation in American industry, but little has been said about the extent to which it has been applied to coffee plant operations. Like so many technological advances, automation has been regarded by most of us as something which happens in other industries—not in our own.

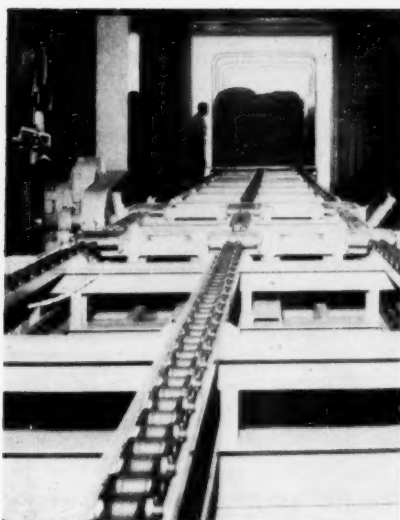
This is no longer true. Automation is definitely a factor in the latest coffee plants, and it's the simple kind of automation which depends as much as possible on continuous mechanical operation and uses complicated forms of automatic control only where absolutely neces-

sary. This fact is important, for it enables excellent quality control while keeping operation and maintenance as easy as possible.

A perfect example of continuous, automatic coffee processing is the new Los Angeles plant of J. A. Folger & Co. The elements of this highly efficient layout are shown in the flow diagram reproduced on these pages. The following description of the Folger plant relates to that diagram. It will give you an appreciation of the extent to which automation has been carried in our own coffee industry.

Flow diagram of Folger's new Los Angeles plant,





Left: This special chain conveyor makes it possible to unload a full truckload of green coffee in a few seconds. Pallets are then moved by fork lift truck to storage or dumping areas. Center: Cans on

pallets are received by this machine, which automatically sweeps layer after layer of cans onto conveyors. Right: Cases, filled and glued by machine, are fed to this automatic case palletizer.

The new Folger plant is conveniently situated on two large highways, less than ten miles from Los Angeles harbor. Coffee is received via truck, with each load being slid directly on to a special conveyor for rapid handling into the plant. The bags pass over a scale and are handled by fork lift truck to either the palletized storage, or the 30 ft. long high-speed dump. This dump is 4 ft. wide, and it is possible to dump coffee from either side of the trough—or from both sides simultaneously. A series of flares directs the coffee to a pair of collecting screw conveyors. The entire dump area is connected to an efficient dust removal system.

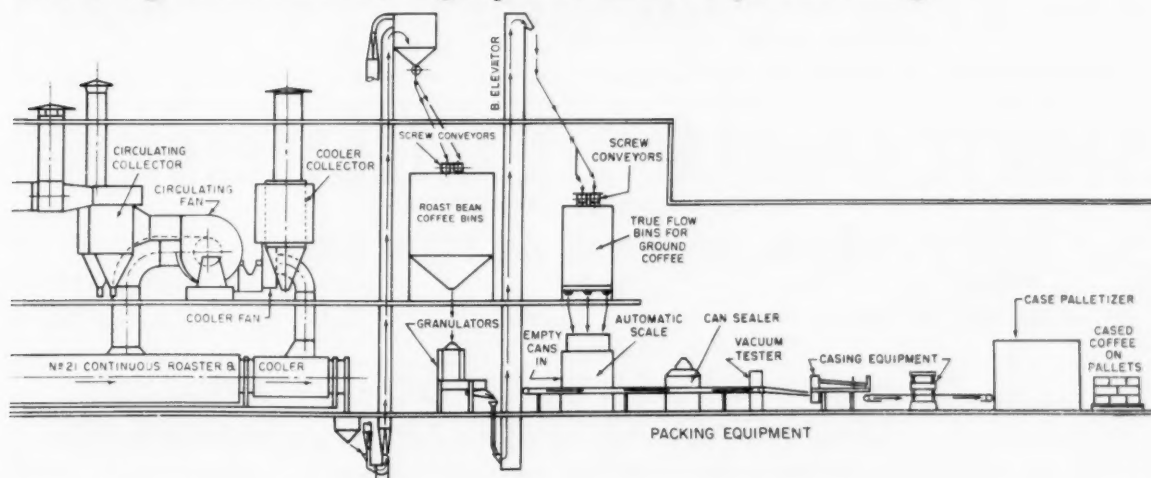
From the dump, the coffee goes via conveyors and high speed elevators to twin bins which feed a dual Burns No. 7 cleaning and scalping assembly, located on the mezzanine. Here the dust, fuzz, lint, sticks, strings,

dock splinters and the like are removed prior to the coffee going via bucket elevator to a bulk storage system. This group of bins is capable of storing about 500,000 lbs. of green coffee. In these bulk bins are stored the various straight coffees which ultimately make up the Folger blend. Under each bin are Burns volumetric feeders, which accurately and automatically proportion the amount of each coffee used in the blend, according to precalculated settings.

The coffees are discharged from the volumetric feeders into a pair of continuous mixing conveyors, which blend the coffee as they carry it to the elevators feeding bins over the roasters. These roaster feed bins are maintained full automatically. The bins feed two Burns No. 21 Continuous Roasters of the smokeless type. These ma-

(Continued on page 136)

showing continuous, highly automatic processing



today's changing coffee world

(Continued from page 59)

and of cattle. Food brokers are still doing business and selling to chains. At one time the wholesaler was the dominant channel of distribution. Roasters some decades ago sold through wholesalers, and now for the aggressive roasters it is by their own salesmen. Yet there are still many wholesalers in business.

When the big roaster goes into direct buying, he has to set up an organization with offices in producing countries. This will add a certain percentage to his cost. With the green importers averaging about $\frac{1}{2}\%$ to 1% profit on their gross sales the big roaster doing his own buying will have to buy in great volume to compete with the importer.

It would be a question whether the average roaster, and that should include many large ones, would find it to his advantage to buy direct. Doing business with the brokers gives him a very wide range of offerings, with opportunity to find the lowest offering as well as the proper grade. Brokers are a constant source of late market information which, of course, is invaluable to the buyer. It would seem inevitable that the number of roasters buying direct would increase, but the growth of the country would compensate the importers.

What the roaster seems to resent is the profit he occasionally pays to an importer who has made a good buy and sells his coffee on a rising market. The fact remains that the roaster could have taken the same chance as the

importer. Very likely, when he buys from the importer he pays a shade less than the prevailing market price, because the latter can afford to sell at a more attractive figure.

Nothing much is said about the many times the importer buys and has to take a loss. He continues to take a chance because he says that he must have coffee on hand to supply his customers. It is a risky business. Every importer has had the experience of trying to sell coffee to the roaster when prices were low, with the roaster holding off. Market lows always look very bad, and it takes courage to risk purchasing at that time, but the opposite reaction should be the case.

The green man is in the market all the time, and he along with the speculators create a fluid market. These operators form a cushion when prices drop, and a halt to extreme upswings in the market when they take their profit. It is this kind of a market which permits the roaster to hedge or to buy futures. It gives him a chance to reduce his losses when the market fades away.

This is not a static world. A change that is taking place right now and affecting roasters and green men is the growing use of instants. As the instant producers solve the problem of aroma and flavor, the growth of instants will increase. It is affecting the type of coffee imported, with less dependence on higher priced milds.

Further than this, there are the threats of producing countries to manufacture their own brand of solubles. How far could this trend movement go?

As for the broker being put out of business, one man's

(Continued on page 152)

HILL TILLER & CO.

Leading shippers of

Indian Coffee

P.O.B. 32

MANGALORE 1,

(India)

SOCIÉTÉ COMMERCIALE INTEROCÉANIQUE

(ANC. MAISON Ch. KRONHEIMER)

COFFEE IMPORTERS and EXPORTERS

HAVRE

24, rue Maréchal Gallieni

PARIS

42, rue Pasquier

Cable Address: SINTEROC

MARSEILLES

52, rue du Coq

BRANCHES IN

{ IVORY COAST-SINTEROC S.A.R.L. ABIDJAN
{ MADAGASCAR-SINTERAF S.A.R.L. MANAKARA

Members: New York Coffee and Sugar Exchange

regional roasters —and developments in store ground coffee

By R. L. SCHUHMANN, President
American Duplex Co.

In just ten years, the size of the average supermarket has grown from 8,000-10,000 square feet to 16,000-20,000 square feet. The number of items stocked has simultaneously grown, from 3,000-4,000 to 5,000-7,000.

Buying, storing, displaying and turning over such a terrifically large number of items is today's biggest headache for the supermarket operator.

And it's getting worse by the minute. Take cigarette for example. Years ago they came in one size and one pack for each brand. Not too much space was needed to display every one of the most popular brands.

Today there are not only far more brands being aggressively promoted, but each is packed regular, filter and king size in a standard pack and in a flip top box. Ad infinitum.

But the food store owner isn't the only one with a headache. Let's take a look closer to home. Let's see the predicament of the regional and local roaster, who after all is said and done, is most responsible for making coffee the popular beverage that it is today.

His success in the past was due to his knowledge of local tastes and preferences. He prided himself on the quality of his product. He bought, blended, roasted and packed coffee and delivered it fresh.

As a rule he cannot afford to invest the tremendous sums needed to add his own soluble plant, so of necessity he has his "instant" made for him. Thus, he no longer is a manufacturer or processor; instead he is simply a manufacturer's agent for that part of his sales.

How can his "made for him" instant compete with, for example, the five largest selling national brands? These brands alone this year are spending over \$19,000,000.00 for advertising via magazines, newspapers, outdoor, network and spot TV, in addition to continual offers of "10¢ to 25¢ off" deals on labels, plus advertising allowances, "case off" promotions, etc., etc.

Survey after survey has disclosed the fact that when a brand is not aggressively promoted, it loses out to the one currently being heavily advertised and "dealed." Surveys also prove that brand loyalty is largely non-existent in the face of such deals.

Before you send flowers to the local and regional roaster, however, remember that he is an alert, resourceful and aggressive scrapper who will not quit regardless of the odds. He well knows that no instant can compare with the flavor and aroma of freshly roasted, freshly ground coffee. He thus is promoting with renewed vigor quality coffees store ground.

Here are some of the reasons for his success in this endeavor:

1. Coffee is a beverage. The better he makes it taste, the more he knows he will sell. The more his retailer will sell.

2. There is no other way to put coffee's appetite-whetting aroma at point-of-sale. If you wish to demonstrate dramatically just how much aroma affects taste, try holding your nose and chewing several whole roasted coffee beans. Because you have held your nose, and cannot smell the coffee, it will have absolutely no taste. Now let go of your nose, and the coffee taste will immediately be evident. For the same reason when you have a cold and your nasal passages are congested, nothing tastes good.

3. A strong indication of the search by the public for a tasty aromatic cup of coffee is the fact that never before in history have so many big appliance manufacturers been making and selling high priced home coffee makers.

4. There is now available for the first time an inexpensive store grinder that takes just one-third the "frontage" or space required heretofore for a store grinder. Thus the retailer's space limitations are satisfied. Furthermore, the grinder is a shelf extender that truly activates the morgue-like atmosphere of a grinderless coffee department with nothing but stacks of cans and rows of jars.

5. There is simply no other way to buy, handle, display and sell a single pack and yet satisfy the need and the demand for a tailored grind to suit each brewing device.

6. The biggest chains continue to feature their own brands in an inexpensive bag pack. Many use three to four mills equipped for self-service in each store.

7. As in all other types of mechanical and electrical equipment, far-reaching engineering advances have been made in overall design and in individual components of coffee mills. For example, a store mill is now available with ball bearing end thrust, and with oilless bearings in the feed worm, both of which effectively combine to insure maintenance of correct grind.

Some roasters are even experimenting with the idea of leasing a mill to the grocer at so much rental per month. After he installs the mill, he is given in addition a one-cent-per-pound rebate or credit for each pound of coffee he orders out during the month. Such credits are used by the grocer to offset his rental payment. In this way the continued effort by the retailer to push the sale of the roaster's coffee is insured, and the retailer becomes immune to the continuous pressures, blandishments and deals offered by competitors.

instants vs. fresh roast

(Continued from page 86)

all markets, with both producing a flavorful, aromatic, full-bodied cup of coffee.

When that day arrives, purveyors of coffee and coffee equipment must have their operations in gear for both, or somebody will be left at the post.

There seems prevalent a feeling in some segments of the trade that instant and fresh-roasted coffees are not compatible for sales and distribution to the restaurant and institutional market.

Coffee purveyors to the retail field are proving this a fallacy. Although some of those selling both instant and fresh-roasted coffee to the restaurant field are finding it a rough row to hoe with instants, they are making progress, slowly but surely.

The restaurant operator is continually looking for ways to cut labor and ingredient costs. Automatic equipment, pre-cut meat, dehydrated vegetables, portion-control servings, along with many other innovations, are becoming commonplace to cost-minded operators.

Therefore, coffee, the biggest selling and most profitable item on his menu, must be under continual scrutiny from the cost viewpoint.

The restaurant man is demanding labor saving equipment for making coffee, and consequently the coffee, be it instant or fresh-roasted (taking quality into consideration), which can be produced and sold with the least amount of cost per cup will be the one that will wind up on top.

Although instants now, are not hurting too greatly the sales of fresh-roasted coffee to restaurants, it is well to bear in mind that they can, and almost for a certainty will, before too long.

Therefore, don't underestimate the underdog who at any moment can sail to dizzy heights, if I can with my post-Sputnik metaphors.

You sport fans will remember that Notre Dame took the unbeatable Oklahoma team into camp this season. Many so-called upsets are always in the offing. Instants versus fresh-roast poses another possibility.

It is inevitable that the coffee supplier for restaurants and institutions will find himself in an untenable position unless he is ready, willing and prepared to offer aggressively both instant and fresh-roasted coffee to his accounts along with equipment necessary.

As to time, it is anybody's guess, but this article was only meant to sow a little seed for thought. If it has—the mission has been accomplished.

P.S. We hope that by the time this appears in print, the mission at Cape Canaveral, Fla., will also have been accomplished.

focus on the discounts

(Continued from page 69)

hedge-sell at wide discounts. The ordinary solution is hand-to-mouth buying. But this, too, is fraught with difficulties. Often it necessitates competing in a tight spot market, paying top prices for desirable Brazils or Milds. There is, in fact, no easy solution. Yet there is one approach that many have

CARL BORCHSENIUS CO., INC.

89 Front Street, New York 5, N. Y.

302 Board of Trade Annex, New Orleans 12, La.

210 California St., San Francisco 11, Calif.

**Green Coffee
Agents and Brokers**

Under present circumstances, we had better distinguish carefully between current crop and new crop months on the Exchange. Is it preferable to buy current crop futures at modest discounts or far-off months at vast discounts? That is a matter of individual choice. There is plainly great incentive in a 10% discount in far-off contracts for those who believe producers can cope with long term surpluses. Yet it is clear that the "fundamentals" bespeak far more confidence in 1957/58 than in 1958/59.

Consider for instance, the May contracts in both the "B" and "M".

They have lately traded at discounts of several cents under the spot prices of their respective basis growths. If producers retain their present firm hold on the market through May, then the tendency will be for this discount to be eliminated.

Nor should we forget that changes in the differentials applicable to delivery on contracts help to reinforce this tendency. Beginning with the March contract and through the July contract, Paranas are subject to a 3¢ discount against a previous discount of 1½¢. Mexican, Salvador and Guatemalan coffees widen their delivery discount from 3¼¢ to 5¢ for the same contracts. The result is to diminish one potential source of pressure on these contracts. Allowing for revised differentials, and other costs, Paranas would have to be available at around 46.50¢ FOB to be tenderable without loss on May B. Mexican coffee must be bought at an FOB equivalent of around 48½¢.

Those who contemplate "buying the discounts" on a systematic basis are also well advised to consider the distinction between old and new crop months. They have the alternative of starting this program with a purchase of nearby or distant contracts. If they choose the former they may maintain a position in closer relation to spot values (allowing, of course, for the timing of new crop movement). This has one advantage. It permits them to judge later whether the long term outlook has changed, or whether the discounts in new crop months is inviting enough to offset inherent risks.

It is the writer's conviction that futures are a desirable adjunct to the everyday business of buying and selling coffee. Futures not only provide a medium for hedging—securing "price protection." They also afford an *alternative* market in which to buy or sell . . . another choice which coffeemen have to compare with spot and shipment positions.

If there is any single feature of futures that deserves mention, it is the prevalence of discounts. We firmly believe that attention to these discounts will be of real aid to everyone in the coffee business.

where are we headed?

(Continued from page 76)

1. Since the sharpest soluble gains have occurred at times when prices have been rising rapidly, lower-priced vacuum brands, by providing an alternative to solubles, may slow down the shift away from ground coffee.
2. Less expensive canned coffee may speed up the shift from bags to vacuum packed cans.
3. The lower price may encourage a return to a stronger brew, thus increasing total consumption.

JANUARY, 1958

L A R G E

**enough to handle
all your business**



S M A L L

**enough to
handle it personally**



// THE COMPLETE TEA BAG PACKING SERVICE"

Tea Pack Company, Inc.

367 GREENWICH ST., NEW YORK 13, N. Y., Dlgby 9-0748

WE PACK YOUR TEA UNDER YOUR BRAND

Member: Tea Association of the U.S.A.

the voice of coffee

(Continued from page 53)

Women's Clubs where, with Coffee Brewing Institute personnel, we made contacts with delegates representing 5,000,000 opinion-molding homemakers and served over 3,000 cups of expertly-brewed coffee in our Coffee Hospitality Lounge.

Nor have we mentioned the continuation of our mail releases to 5,000 daily and weekly newspapers which have produced clippings representing an average per-release circulation of over 2,000,000 readers.

Although our public relations activities are, quite obviously, positive in nature, not the least of their results could be described as negative. By this we mean the almost total absence from the newspapers of adverse stories about coffee. Some may attribute this situation exclusively to factors other than good p.r. practice. And while it is true, for instance, that consumers seem to have become more acceptant to coffee prices, it is just as true and very causative that they have also become better informed about the economics of producing and processing coffee. The press, likewise, has indicated that it has become far less inclined to make headlines out of normal and explainable fluctuations in coffee prices.

We do not maintain that unreasonable criticism of coffee has been forever silenced. Public attitudes, whether toward politics, fashion, early American furniture

or coffee, are readily susceptible to change. That is why our public relations efforts should be a constant function of the coffee industry, monitoring trends in consumer opinion, alert to any incipient protest, and quick to scotch erroneous notions that we have flaunted the public's interests.

This function of influencing consumer attitudes is not conducted successfully without a considerable expenditure of time and a reasonable amount of working funds. Other industries, some of them competitive to coffee, have spent many millions of dollars on public relations.

The Association's Public Relations Advisory Committee and staff finance their program on a very modest budget. They labor under no illusions that their influence can change the world.

But we do, in summary, make this report: that we have taken those p.r. instruments which are within reach of our allocation; we are exploiting them to the limits of their capacity; and we are making the voice of the Association audible wherever there is a consumer to hear it.

Coffee in Madagascar

Coffee still provides the principal income for the east coast of Madagascar, but production is not expanding because of inadequate replantings.

European plantations are comparable to those in East Africa, but native production is from haphazard plantings around each village.

SCHAEFER KLAUSSMANN CO., INC.



- 99 WALL STREET, NEW YORK 5, NEW YORK
- 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

Coffee Importers and Agents

the selling power of the instant coffee

By CHARLES C. ROSSOTTI, Chairman of the Board
Rossotti Lithograph Corp.



label

We are all creatures of habit. And it might also be said that we are for the most part allergic to change. The old, accepted ways of doing things have remarkable staying powers, and it takes a powerful lot of persuasion to shake them loose.

Fortunately for progress, however, the greater majority of us are willing to be shown, and eventually we usually get around to discarding those things which we have been made to see are no longer convenient, practical or fashionable. But we do have to be shown, and we do have to be told—over and over again.

The consumer of instant coffee is no exception. The average American coffee drinker has always shown a marked reluctance to accept innovations and improvements over the old "tried-and-true" methods of brewing the family pot of coffee. Nevertheless, time and a great deal of convincing finally brought about a number of convenient changes.

Thus, the homemaker of a bygone era gave up the roasting of green coffee beans in her own oven and began to buy brown beans perfectly roasted for her by the spice merchant or coffee importer. A little later she stopped using the little hand coffee mill and let the local grocer do the grinding for her. And pretty soon, along came those new-fangled coffee pots, the percolators, and she learned a new way to make coffee. Additional refinements and variations followed, such as the drip and Silex methods, and new grinds and blends were constantly introduced to suit the individual process as well as the individual taste.

But, of course, none of this happened overnight. It took a long time. In no instances were the new developments ever considered by the consumer to be sensational improvements over former methods. In most cases, the family coffee brewer was quite content to stick by the old way. And even when tentative approval was eventually given to a new coffeemaking idea, it was generally in the form of, "Well, it's all right—but it isn't like *real* coffee!"

During World War II and the postwar period that followed, another major development occurred in the coffee industry. Regular coffee drinkers were being made increasingly aware of the fact that their favorite fragrant beverage was becoming available in a new convenient form: soluble, or "instant" coffee. And yet it was not something entirely new.

European patents on various coffee concentrates date back to the early 1800's, and a "refined soluble coffee" had been placed on the United States market in 1909. But its acceptance, in this country at least, was extremely negligible. It really took a war, with its concentrated and dehydrated field rations, to lend necessary impetus to wide-scale commercial marketing and ultimate consumer acceptance.

A formidable job of educating the public was necessary. The consumer had to be convinced. The family coffee buyer had to be told and sold. And it wasn't all "sugar-and-cream." Diehard coffee drinkers proved difficult to persuade that instant coffee was in reality pure concentrated coffee with only the moisture removed. A discouragingly large segment of the coffee drinking public kept insisting that it was "synthetic," an "imitation," and not like "real" coffee at all.

During this same period, another objectionable deterrent also existed. Consumers had arbitrarily lumped all preserved foods of one kind or another into three separate categories:

1. *Canned and glassed foods.* These were the most popular, purchased by at least 75% of the middle income buying public.
2. *Frozen foods.* Necessarily higher priced, these were considered to be "luxury" items.
3. *Dehydrated foods.* These were generally felt to be inferior products, suitable only for those who could not afford to buy better. Instant coffee, unfortunately, came within this group.

It was evident that much more education was necessary, not to mention a considerable amount of costly research. And at the same time a proper package had to be designed and produced for the finely granulated, extremely hygroscopic product, and special machinery and equipment had to be engineered and built for the processing and packing operations.

The package most generally accepted by the instant coffee industry was, of course, the familiar glass jar and metal screw cap with a glassine inner seal. The problem of giving the transparent jar brand and product identification, and

(Continued on page 188)



COFFEE...

*Whether your coffee is regular grind,
drip grind, fine grind or instant ...
or still in the bean ...*

*Continental has the
right package for you!*

(This advertisement originally
appeared in full-color in TIME,
BUSINESS WEEK and FORTUNE.)

CONTINENTAL  CAN COMPANY

SERVING INDUSTRY...SERVING AMERICA

CANS • VAPOR-VACUUM® CLOSURES • FLEXIBLE PACKAGING • FIBRE DRUMS •
SHIPPING CONTAINERS • STEEL CONTAINERS • PAPER CONTAINERS •
PLASTIC CONTAINERS • FOLDING CARTONS • DECOWARE® • CROWNS AND CORK •
BONDWARE® • GLASSWARE • BAGS • CONOLITE® • GLASS CONTAINERS •
KRAFT WRAPPING • PAPERBOARD • ENVELOPES



coffee bags meet the future

By RICHARD S. OBER, Product Sales Manager
Coffee Bags
Arkell & Smiths

Self-selection buying and automation are two dominant influences on the modern fabrication of bags for coffee. Of the two factors, self-selection has been the weightier. Both have been influenced by sales appeal, buyer and user convenience, and economy.

As the shopper's in-store responsibilities have increased to include almost complete coffee self-service, new problems have been created for the store manager and ultimately for the roaster. When the retailer performed the point-of-sale grinding for the consumer there was relatively smooth sailing. Coffee bags, equipped with steel "tin" ties were easily opened and tightly re-closed by the clerk after grinding. Stores minus grinders would sell pre-ground coffee in sealed bags.

Bags so used were generally constructed of two plys, a highly polished or "supercalendered" white kraft paper outside, and an oil resistant amber colored glassine or "greaseproof" paper liner. This construction still accounts for a large percentage of the coffee bags sold. Size has also become standard with most one pound bags.

Proponents of consumers grinding-their-own feel that this method is economical for the store (no special clerk), pleasurable for the ladies, who might subconsciously feel that today's trend to less-work-for-mother has deprived her of something, and enticing to most deep-breathing shoppers in the vicinity of the store grinder. For the roaster, it permits fresh bean coffee in the most economical type bags, a 50-pound white kraft outer wrap with a liner of 30 pound amber glassine, plus the aforementioned steel ties.

Since the grinding clerk disappeared into the back room and never returned, as has happened in many areas, more serious consideration has been given to the use of pre-ground "factory" sealed packages. Advocates of this style of merchandising point out that it is quick and easy for the shopper, cleaner and ultimately more profitable for the merchant and, as a result, better in the long run for the roaster. The word "tamper-proof" is often used to describe a major advantage of the glue sealed or heat sealed package.

The standard pre-sealed bag of ground coffee has

utilized three basic liners, with the outside white kraft remaining the same for each:

1. 30-pound amber glassine
2. 47 to 52-pound laminated glassine
3. Pliofilm, a rubber hydrochloride manufactured by the Goodyear Tire and Rubber Co.

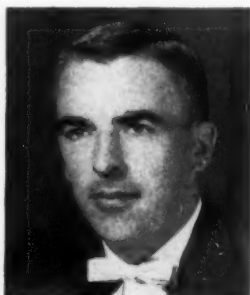
For each type of liner the manner of fabrication is important, as it can further enhance the protection, change the cost, or slightly alter the method of merchandising. A 30-pound amber glassine liner, for example, will afford greater protection when heat sealed top and bottom.

An excellent package that has wide acceptance is the conventional style bag lined with a 47-pound laminated amber glassine. This is normally glue sealed throughout and offers excellent protection plus merchandising possibilities, such as "Flavor guarded by special liner" printed on the package.

A marked degree of increased acceptance has been evidenced in hermetically sealed Pliofilm lined bags. Pliofilm, being a selective film, permits carbon dioxide gas being given off by ground coffee to escape slowly from the completely heat-sealed inner liner, allowing little or no oxygen to enter the package. This maintains a very high degree of freshness for a longer period than any commercially available material of comparable cost now in use.

There have been other manufacturing combinations of considerable merit from the standpoint of sales appeal.

(Continued on page 152)



The Star Market Co. uses this Ark-Tite bag for its pre-ground Royal Star Coffee. This bag has a hermetically sealed 120 N2 Pliofilm liner with a 50 lb. Supercalendered embossed white kraft outside.

Cans keep Sol Cafe instant coffee

fresh after 3½ months on high seas

The Sol Cafe Manufacturing Corp., Jamaica, N. Y., in cooperation with the Continental Can Co., recently shipped five cases of 24, two-ounce cans of its instant coffee to the port of Sidney, Australia, and back in a test of Continental's new Savorlock cans.

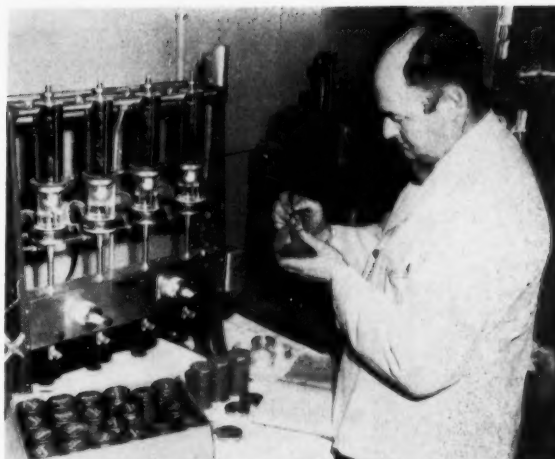
After three and a half months on the high seas, with the containers being shifted from hold to hold in widely varying weather conditions, the Sol Cafe instant coffee arrived home in perfect condition, it is reported. This shipment, after twice crossing the equator, was found to be completely sealed against moisture in its new containers, and the Sol Cafe instant coffee as flavorful as the day it was packed.

The Sol Cafe Manufacturing Corp., which instituted the experiment to determine whether the can could stand prolonged, rugged treatment, has termed it a complete success.

The container features a lock top which provides the consumer with a firm reclosure after each use, as well as providing the retailer with secure stacking and maximum number of units per running foot of shelf space.

None of the cans' moisture-resistant, tamper-proof glassine seals were damaged, keeping the coffee as flavorful as on the day they were packed, it was stated.

In addition to these test-proven qualities of product protection, Continental Can believes its Savorlock containers embody modern, self-service sales appeal by supplanting paper labels with attractive, multi-colored, top-



Protective glassine seals on Continental's "Savorlock" metal cans are checked after three-and-a-half month shipment of Sol Cafe instant coffee on high seas. Seals were unbroken.

to-bottom lithography. Consumer convenience is also built into the can through its lock top, which provides firm reclosure after each use.

Savorlock cans are produced in two and six-ounce sizes.

Madagascar coffee exports gain

In 1955, 791,000 bags of coffee were exported from Madagascar, with the U. S. taking 103,000. In 1956, exports totaled 887,000 with, 130,000 going to the U. S.

*Greetings and Best Wishes
for a Successful Convention*

LEON TAFFAE CO., INC.

COFFEE IMPORTERS

106 FRONT ST.,

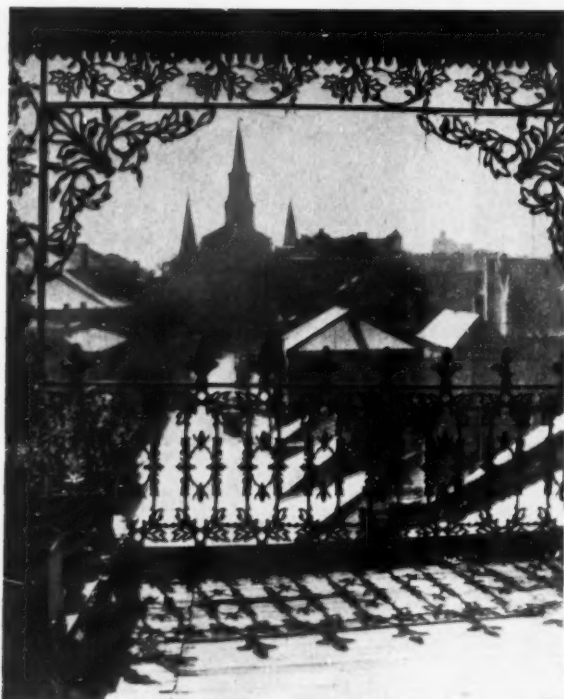
NEW YORK 5, N. Y.

MEMBERS

GREEN COFFEE ASSOCIATION OF N.Y.
NATIONAL COFFEE ASSOCIATION OF U.S.A.
NEW YORK COFFEE & SUGAR EXCHANGE, INC.
CABLE ADDRESS: TAFBEL

GLORIA SUPERIOR®

TACHIRA MARACAIBO



NEW ORLEANS SENDS GREETINGS...

FOLTZ TEA & COFFEE CO.

COFFEE ROASTERS
PACKERS OF "ZODIAC" COFFEE

633 Tchoupitoulas Street

GULF & SOUTH AMERICAN SS Co., Inc.

Fortnightly coffee loadings at
Buenaventura, Colombia,
for Houston and New Orleans

821 Gravier Street, New Orleans, La.

J. ARON & COMPANY, INC.

COFFEE IMPORTERS

336 Magazine Street, Zone 10

BIEHL & CO., AGENT

NOPAL LINE

442 Canal Street

BYRNE, DELAY & CO.

COFFEE

302 Magazine Street

Delta Line

MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS
THE COFFEE FLEET

DUPUY STORAGE & FORWARDING CORP.

GENERAL FORWARDING AGENTS
DRAYAGE, CARGO SUPERVISION

2601 Decatur Street
Weighing Warehousing

HANEMANN & CUMMINGS, INC.

Albert H. Hanemann John J. Cummings, Jr.
COFFEE

223 Magazine Street, New Orleans, La.

LEON ISRAEL & BROS. INC.

COFFEE IMPORTERS

300 Magazine Street

LLOYD BRASILEIRO

"COMPLIMENTS OF LLOYD BRASILEIRO"

1107 Queen & Crescent Bldg.
New Orleans, La.

J. P. MARKS

IMPORT AGENTS . . . SPOT BROKERS

201-202 Natchez Building

OULLIBER COFFEE COMPANY INC.

ROASTERS

New Orleans, Louisiana

... TO THE NCA CONVENTION

BOCA RATON, FLA.

JANUARY 13 - 16

PRADAT & DOUGLAS
PUBLIC WEIGHERS AND GAUGERS

227 No. Peters Street
New Orleans

W. L. RICHESON & SONS, INC.
Ocean Freight Brokers — Forwarding Agents
IMPORT EXPORT
Peace Building — 4th floor — 624 Gravier St.
Carloading/Unloading — Weighing/Sampling

ADOLPH C. RICKS & CO.
COFFEE BROKERS & AGENTS

423 Natchez Street
New Orleans, La.

R. E. SCHANZER, INCORPORATED

CHICORY AND COFFEE SUBSTITUTES

610 South Peters Street, New Orleans

C. A. SPORL & CO., INC.
INSURANCE BROKERS & AVERAGE ADJUSTERS
Whitney Building

WESTFELDT BROTHERS

528 Gravier Street, New Orleans, La.

BRIGHT & COMPANY

IMPORTERS OF COFFEE

431 GRAVIER STREET

NEW ORLEANS 12

Cable Address: BRIGHT

Member: New York Coffee & Sugar Exchange

LAFAYE & ARNAUD

COFFEE AGENTS & BROKERS

Tel.: MAgnolia 2742 - 2743

106 Board of Trade Bldg.

Teletype: NO 354

New Orleans, La.

how King Coffee's vending information program boosted its sales volume

By JOSEPH F. GIUMETTE, Sales Development Director
King Coffee, Inc.

The advent of the fresh-brew coffee vending machine could make 1958 a banner year for the coffee roaster—but only if he is willing to shoulder added responsibility.

What kind of responsibility? Well, that's a big question—with many answers. We've come across a few of those answers during the past several years since our company began to take an active interest in the promotion of coffee vending service throughout Michigan and Ohio. Perhaps coffee roasters in other areas might be interested in some of our experiences.

As for ourselves, we expect the three areas of greatest volume growth through the use of fresh-brew coffee vending machines to come from:

1. Present accounts with cafeteria operators and lunch cart operators.
2. Replacement of instant coffee machines with fresh-brew.
3. Acquisition of locations previously unattainable due to dissatisfaction of location management with quality of instant product or with cumbersome manual coffee service.

First of all, it might be well to explain that King Coffee's interest in automatic coffee vending started about five years ago when the first fresh-brew machine was introduced in Detroit. At that time we recognized the possibilities of using fresh-brew vendors to increase overall coffee sales volume.

As we began to discuss this first, early model with local vending machine operators and industrial caterers, we were impressed with how interested they were. We promptly contacted the manufacturer of the only fresh-brew vendor then available and persuaded him to ship one of his machines to our plant so that its method of operation could be seen firsthand. Then we invited a limited number of vending machine operators, industrial

caterers and food service executives to our plant for a demonstration.

While enthusiasm for this new type machine was almost immediate, it was somewhat surprising to find that few industry folks had much basic information on the principles of fresh-brew coffee vending service. That only served to underscore what we at King Coffee had felt all along. If we hoped to realize any substantial gain in coffee sales volume through the fresh-brew machine, we would have to roll up our sleeves and learn everything possible about the operation and maintenance of this type of equipment.

During the years that followed, several new fresh-brew machines entered the market, and we continued to hold periodic showings at our plant. Meanwhile, our fund of knowledge about these machines began to grow. Gradually, it became apparent that the information we were gathering could prove of real value to us in several ways.

Naturally, our first concern was with helping our established accounts provide better service. In some locations, automatic coffee vending had never gained a foothold, due to the fact that instant-type machines were unacceptable. In others, instant coffee vendors had been established for several years. Obviously, overcoming circumstances of this kind would be no easy task.

At this point it was decided that King Coffee should embark upon an industry vending information program, directed toward acquainting the vending machine operator and the industrial caterer with the various fresh-brew machines available and encouraging them to work out arrangements for handling the particular models they felt would best serve his locations.

Time after time this approach to the problem proved successful—even beyond what we had hoped. In some locations, where no coffee vending machines had been installed before, the caterer was able to demonstrate effectively to location management the advantages of fresh-brew machines. In several cases where instant vendors had been used exclusively, the fresh-brew machines gradually displaced—and exceeded—their volume. As

(Continued on page 128)



they like coffee salesmen

(Continued from page 85)

ever tasted. It was 'winey' and just strong enough to have real 'body'. Right then and there I decided that this was our feature—coffee.

"I spoke with the head waiter and he gladly escorted me to the kitchen. I saw their urns and watched them make coffee. I was amazed that they gave as much attention to coffee as they did to the preparation of their finest dishes. They also used a somewhat heavier roast. That was it! That's the combination, I told myself.

"So when I got back home, I singled out the roaster whom I thought had the best standards and ideas of quality. He wasn't the biggest in town then. He experimented with me until we got just the right roast and grind. He helped train our people. He even designed a cabinet where we kept our cups warm. He helped us really make good on our boast that we serve the best cup of coffee in town. Do you know—that is what helped us get started and was the basis of our growth over the years.

"The moral is that we are still doing business with this same house. The original owner has passed on. But those who have followed him still look on themselves as *our coffee specialists*. That, to my mind, is the secret of their success."

While our company was conducting the study of brewing practices and customer reactions to brew strengths for The Coffee Brewing Institute, the late John Hennessey, of Statler fame, told me: "I've been called a fanatic about coffee. I admit I am. Early in my association with Mr.

Statler, I learned that a very fine cup of coffee calls for more attention to detail than preparing outstanding foods or sauces. A good roast cook develops a sixth sense of flavoring a rib roast of beef and judging its doneness. A soup cook soon learns what it takes to make a good stock and from then on it becomes even mechanical.

"But you can't make fine coffee 'mechanically.' Better and better mechanical coffee makers are being manufactured. But even with the finest coffee makers, fine coffee is a matter of details. I want to repeat, details!

"I concentrate on coffee because that is the easiest way to make dramatic for the entire kitchen force what it takes to produce fine food. The curse of quantity cooking is that it is so easy for a kitchen crew to turn it into a routine. Only by paying attention to details can fine food produced in quantities. You can't make fine coffee without taking care of details. That's why I make coffee my number one point of inspecting a Statler kitchen. It gives me a good idea of the extent to which they are paying attention to other important details of preparing the foods for which we want people to patronize our hotels."

The operator of a diner is an example of the great number of restaurant owners. He puts it this way: "I don't know what coffee means to my success. My urn, for example. I don't pay too much attention to it. I have too many other headaches. But my coffee man, I like. He comes around, lifts up the top, takes a clean paper napkin, wipes the inside with it, brings it out and shows me all the black stuff on it. 'Your urn needs a

(Continued on page 129)

QUALITY COFFEES

BRAZILS

SANTOS PARANAGUA RIO DE JANEIRO ANGRA

CENTRAL AMERICANS

GUATEMALA SALVADOR NICARAGUA COSTA RICA

COLOMBIANS

MEDELLIN ARMENIA MANIZALES GIRARDOT LIBANO TOLIMA

ECUADORS

UNWASHED WASHED

W. R. GRACE & CO.

the coffee roaster—and the vending potential

By **GEORGE T. HERALD**, General Sales Manager
Hampton House Division
Sol Cafe Manufacturing Corp.

In a recent article I called to the attention of the local roasters the increased usage of fresh-roast ground coffee by the vending machine operators, who are turning more and more to the use of fresh-brew or self-brew in the new type of machine, which uses only fresh-roast coffee. It is not my intention to bore you at this time by repeating the statistics which would show the growth of the vending of hot coffee, instant and fresh-brew. Nor is it my intention to take a stand, one way or another, to prove the superiority of instant over fresh-brew or self-brew, or vice versa.

Let us all concede a self-evident fact at this time—that the use of coffee, both instant and fresh-roast, in automatic vending machines, is on the increase daily.

This opens up a vast potential market to you, the coffee roaster. A recent survey showed that nine out of ten manufacturing firms have coffee breaks. While many firms bemoan the fact that the coffee break adds from ten to 16 days to the paid time taken from work each year by each employee, there are other proponents of the coffee break who claim vast benefits due to this rest period, in added efficiency and in a wholesome boost to the morale of the employees. People who work in places where the coffee break (and this increasingly means the presence of coffee vending machines) is an established custom, drink more coffee than those who enjoy no interruption at all in their routine. The coffee break habit is spreading in offices, shops and factories all over the country.

To cut down on the abuses and on the loss of time occurring when employees must go outside for their refreshment, more and more companies are going to greater lengths to provide coffee and snacks nearer at hand, mainly through the use of automatic vending. The ready accessibility to a coffee vending machine is in the nature of a "fringe" job benefit.

While the use of instant in vending machines continues to grow steadily, the added growth in the use of regular coffee in automatic vending is through these new machines that provide for self-brew with the use of fresh-roast

ground coffee. This means, primarily, that the average operator of automatic equipment will now have two types of automatic coffee vending equipment tailored for different location situations, economywise as well as taste-wise.

At the recent exhibit and convention of the National Automatic Merchandising Association, which was held in Philadelphia, there were 17 firms displaying automatic equipment for coffee. Twelve instant and 11 self-brew machines were shown. Six of the machine manufacturers showed both instant and self-brew equipment. This was a definite indication that the manufacturers were going to continue to cover both sides of the coffee vending field. And even though the orders for self-brew units have increased immeasurably, remember this—they only accounted for one out of every five of the coffee vending machines that were produced so far this year, 1957.

The survey further shows that the vending machine operators are continuing to buy the automatic coffee vending machines that use instant at the rate they did before self-brew machines were available.

I repeat what I have said on a number of occasions: This automatic vending of coffee has opened up a new and rich field to you, the coffee roaster. Remember that this new trend shows that practically every operator of automatic coffee equipment now has two types of equipment—the regular standard type that uses instant coffee, powdered or liquid, and the newer type, that uses fresh-roast ground coffee for self-brew machines.

This double-barreled business should be yours! You, the local coffee roaster, should have the local coffee business because you—and you alone—are aware of the taste of the community in which you operate. This taste in coffees—fresh-brew, self-brew, instant or liquid—is regional, and you, the local coffee roaster, more than anyone else, is in a position to provide the coffee to the taste of the community which you serve. Therefore, it is imperative that you have shells for both barrels of your shotgun. You have the fresh-roast grind liked by your community; you should also have the instant necessary to supply the needs of your community and your vending machine operator.

Powdered instant suited to the tastes of the various sections of the United States can be packed under private label to suit your need in your community. Look into this potential of added coffee dollars!



Innovations await coffee conventioners at Boca; new nine hole course ready

This year's convention of the National Coffee Association, its 47th annual conclave, will be the organization's sixth at the Boca Raton Hotel and Club, Florida's famous resort.

Many innovations will be found by newcomers and old hands alike.

Situated in the heart of the "Gold Coast," roughly midway between Palm Beach and Miami, the 1,100-acre playground includes just about every sports facility possible.

In addition to the renowned 18-hole championship golf course, the club has this year added a sporty nine-hole course, 3,500 yards in length and a par 36. The new nine has been built over the site of the old South course, once universally recognized as one of the nation's top five courses.

In addition to the 27 palm fringed fairways, golfers will find driving ranges and practice greens, a nine-hole pitch-and-putt layout, a pro shop stocked with every golfing requirement and a new 19th hole where each round can be played in retrospect.

Sixty electric carts are available for those not inclined to walk, and the course is discreetly dotted with snack bars and a half-way house. All golf activity is under the supervision of "Slammin" Sammy Snead, outstanding pro.

There is swimming in a choice of fresh or salt water

Olympic pools or at the mile-long stretch of ocean beach, where more than 200 private cabanas provide headquarters for the sun worshipers.

High in popularity is the opportunity for deep-sea fishing in the teeming Gulf Stream, only minutes away via Boca's own inlet from the Atlantic. Fishing boats which leave from the hotel docks may be chartered by the day or half day. Each accommodates four fishermen.

The hotel's own newly finished yacht basin accommodates the largest sea-going yachts with the most modern equipment, including water, electricity, telephone connections through the hotel switchboard and room service for meals and yachtboard cocktail parties.

For the aqua set, there's water skiing and skin diving. Tennis is available on Teniko-surfaced courts.

Other facilities include bridle trails, trap and skeet shooting, and an area for the less strenuous pastimes, such as archery, croquet, bowling-on-the-green, shuffleboard and horseshoe pitching. Each Sunday Boca's recently built polo fields are the scene of thrilling polo matches by the world's outstanding high-goal players.

Nabob is top coffee brand

in Canada, says Kelly, Douglas

Sales of Nabob Coffee have increased to the point where more of it is sold than any other brand retailed in Canada, Kelly, Douglas & Co., Ltd., of which Nabob Foods, Ltd. is a wholly owned subsidiary, states in a prospectus for a \$3,000,000 debenture issue, according to a report in Advertising Age.

A. C. ISRAEL

COMMODITY CO., INC.

IMPORTERS



COCOA

COFFEE

RUBBER

**95 FRONT STREET
NEW YORK 5, N. Y.**

Whitehall 3-8700

**Cable: SWISISRAEL
TWX: NY 1-3981**

coffee vending trends

By EDWARD E. DALESKE, Director of Public Relations
National Automatic Merchandising Association

Sales of vended coffee have continued to rise at a very creditable rate. The introduction of fresh brew machines (that is, those machines which actually brew coffee from ground coffee, right in the machine) has had a pronounced effect on the whole coffee vending field. However, machines vending coffee made from instant ingredients continue to command the greater percentage of the market, with volume holding up very well.

Naturally, the introduction of fresh brew machines had a marked psychological effect on vending's customers. People were intrigued with the availability of a cup of vended coffee similar to that brewed at home, and some vending operators were quick to capitalize on this interest. However, use of fresh brew machines was not without problems, too. The initial higher cost of fresh brew machines and the higher service costs made it necessary for vending operators to choose locations carefully in order to insure a sales volume sufficient to warrant placement of this more expensive equipment, and in many cases, to charge ten cents rather than five cents per cup in order to meet the added costs involved.

As might be expected, the increased competition had the ultimate effect of providing the consumer with better coffee. Suppliers of instant coffee continued to work to improve their product. Operators, too, were convinced that both instant and fresh brew machines have a place in coffee vending, and many operators found ways to improve the quality of their coffee.

At a recent coffee workshop session at the 1957 National Automatic Merchandising Association convention, coffee vendors suggested a four-part program for providing better coffee. Among the suggestions were: (1) Use of fresh cream in instant coffee vending machines; (2) The addition of a coffee aroma to instant coffee (several coffee suppliers are working on this project); (3) Strict attention to precise ingredient throw (that is, the gram weight of the ingredient in the cup), higher water temperature and cup quality; (4) Installation of machines with a wider range of adjustment of coffee, cream and sugar to suit customer tastes.

One thing is clear, however, the coffee break has become a fact of life for American industry. Industry knows the advantages: Employee participation in refreshment-relaxation groups improves his attitude toward his job; a lessening of tedium results in increased productivity.

In many cases, vending puts management back in charge of the coffee break, because vending makes it possible for the break period to be kept on an informal basis. In most vending installations, an employee need not go more

than a few hundred feet to reach a vending unit. In the winter, for instance, this obviates the necessity of donning overcoats and galoshes, riding elevators downstairs, and walking out to patronize a coffee shop.

Another advantage is that automatic merchandising allows employees to choose the time for the coffee break to suit their individual needs. With vending machines in operation, there is never a general exodus at one specific time to participate in the coffee break, with the attendant almost complete shut down of business. Employees use the vending facilities when they choose, at the moment that best fits into their schedule of work.

The installation and operation of vending machines is provided by companies that specialize in vending machine operation; they own the machines and can provide the products and service to keep them operating at maximum efficiency at all times. It is easy to understand why the vending of coffee and the vending of items which supplement coffee has been readily accepted by both management and employees.

According to industry estimates, \$135,000,000 worth of coffee and hot beverages will have been vended from 70,000 hot beverage vending machines during 1957.

how King coffee's vending information program boosted its sales volume

(Continued from page 124)

more vending machine operators and industrial caterers grew familiar with the fresh-brew machine, examples of this kind became more common.

Yet there was perhaps one aspect of this industry vending information program that pleased us more than any other: Many vending machine operators and industrial caterers were beginning to realize the full potential of locations they had been serving for years.

As one example, in a factory where the caterer had for some time been providing merely a lunch cart service, he decided to install fresh-brew coffee vending machines. Within a short period, coffee sales rose from 50 cups to 700 cups daily. In another, similar case, the volume increased from 80 cups to 900 cups per day. Thus, by using fresh-brew vendors to supplement his lunch-hour service, this caterer was able to multiply his volume many times over.

His experience served to emphasize the fact that King

(Continued on page 138)

they like coffee salesmen

(Continued from page 125)

real cleaning,' he tells me. 'How do you expect to get the best out of our good coffee?' I like that guy. You know why? I'm so busy looking after other important things, I don't have a chance to check on how clean the urn is. But, more important, he brings around the cleaner and shows my people how to use it."

Still another operator values emergency service. When he began to explain he apologized, and then gave the real reason: "Frankly, we don't order as well as we should. We run out of supplies every now and then. But our coffee salesman never lets us down. Last month he even got out of bed and delivered us some coffee when we ran out."

These interviews were reconstructed from numerous questions asked by our interviewers. However, these and other interviews add up to several important reasons why coffee representatives are highly regarded by their restaurant customers over and above the other types of salesmen who contact them:

Brewing good coffee consistently is a process on which operators feel that they need more guidance and supervision than other restaurant operations.

Blending and roasting coffee is a process that restaurant operators believe is beyond their control, and something that they must depend entirely upon others for desired results.

Brewing good coffee is a process involving many details, the supervision of which is usually left to others by the owner or manager, usually the coffee representative.

Yet coffee—winey, full-bodied, freshly brewed is considered a very important part of restaurant success.

Greater loyalty to coffee suppliers is felt by restaurant operators than to most other purveyors.

Thus, coffee roasters and suppliers enjoy a special and unique position in the restaurant industry. They cross over into operating responsibilities more than any other group of suppliers. They are looked to for more direct assistance and cooperation. They are actually a direct part of every phase of restaurant operations that affects the selection and use of their product.

Consequently, understanding the problems of the restaurant industry and helping them to solve these vexing phases of their business is one of the most important functions that can be served by roasters and their representatives. The check lists and programs developed by The Coffee Brewing Institute are invaluable in this direction.

Even more importantly, however, restaurants and institutions provide the coffee industry with a great "paid sampling" opportunity. If the man of the house becomes accustomed to a "winey, full-bodied" brew outside of the home, chances are that he will insist on a better brew at home. And when husband and wife feast out, they learn to treat themselves better when they sit down to eat privately.

HEINRICH CHRISTEN

HAMBURG 11

Sandthorquaihof

•
**SELLING AGENT FOR ALL KINDS OF COFFEES IN THE
GERMAN MARKET**

•
**Cable Address: CAFECHRIST
Telex: 021 2337**

W. E. DIESELDORFF

ESTABLISHED 1888

PRODUCER AND EXPORTER OF "COBAN" COFFEE

"CHAJCAR R," THE QUALITY BRAND

COBAN, GUATEMALA



CHICAGO GREETs the COFFEE CONVENTION

AMERICAN CEREAL COFFEE CO.

ROASTERS AND GRINDERS

DELUXE CHICTONE

315-317 No. Aberdeen St., Chicago 7, Ill.

W. C. BECKER & CO.

COFFEE COMMISSION

408 West Grand Ave., Chicago

Tel. Su 7-0937

B. F. CLOSE COMPANY

COFFEE BROKERS

406 Elm Street, Cincinnati 2, Ohio

GLOLITE CORPORATION

Chicago 54, Ill.

CHRISTMAS TREE LITE SETS
ILLUMINATED VINYL SPECIALTIES
TWINKL-LITES, BUBBLE-LITE TREES

HAZEL-ATLAS GLASS DIVISION

CONTINENTAL CAN CO., INC.

GLASS CONTAINERS—METAL CLOSURES
TABLE & PREMIUM WARE

1820 North Central Ave., Chicago 39, Ill.

H. H. HIXSON & CO.

COFFEE ROASTERS AND IMPORTERS

1218 No. Halsted St., Chicago 22

REGAL WARE, INC.

Quality Aluminum and Stainless Steel Cookware

Send us your inquiries

Kewaskum, Wisconsin

RICHHEIMER COFFEE COMPANY

COFFEE IMPORTERS AND ROASTERS

1127 North Halsted St., Chicago 22, Ill.

JOHN SEXTON & CO.

COFFEE ROASTERS—SPICE GRINDERS

Chicago—Long Island City—Pittsburgh—Atlanta

Dallas—Philadelphia—Detroit—San Francisco

SELING URN BAG COMPANY

Headquarters for all

COFFEE MAKING EQUIPMENT

927 West Huron St., Chicago 22, Ill.

SWANSON BROTHERS, INC.

COFFEE IMPORTERS AND JOBBERS

149 W. Kinzie St., Chicago

UNIVERSAL COFFEE COMPANY

805 West Randolph St.

Chicago 7, Illinois

coffee industry being watered to death

By ALBERT SCHONBRUNN, President
New York Coffee Roasters Association

Albert Schonbrunn is vice president of S. A. Schonbrunn & Co., Inc., New York City coffee roasters.

During the past decade, America has had its most dynamic period of growth in population, in purchasing power and in consumption of most things that go to make up our high standard of living.

In this period of unparalleled prosperity, and while the use of some beverages increased as much as 200%, the per capita consumption of coffee *declined*. In the relatively brief span from 1949 to 1956, cups-per-pound in the average American home went from 48 to 63.9.

Unless there is speedy and decisive action to arrest and reverse this trend the ultimate effect on the importation of coffee will be nothing short of disastrous. It doesn't take a genius to see that our industry will be literally watered to death.

This is a strange world we live in. To a casual observer, the tobacco industry seemed doomed two years ago when science said that cigarette smoking induced cancer of the lungs. The casual observer forgot that the tobacco industry had two invincible weapons: (1) advertising and (2) the brains to use it effectively. Result: Cigarette consumption is greater today than ever.

This scribe doesn't really know whether smoking is a health hazard or a booster of good health, but he does agree with the comments made by Dr. Bernard Aschner in his *The Art of the Healer*:

"One of the most important agents for strengthening a weak stomach is strong black coffee. Ever since the time coffee became known, around 1500, many wise physicians—French, English, German, American—have recommended it for its incomparable effect on circulation, nervous system and

(Continued on page 190)

San Francisco Coffee Club—social success

By JACK W. SCHIMELPFENIG, President
San Francisco Coffee Club

Mr. Schimelpfenig is in the coffee department of Anler-son, Clayton & Co., Inc., in San Francisco.

There is a story which goes back about 25 years or so, about a coffee man whose wife presented him with a fine, bouncing baby boy. It seems that a friend had the opportunity to spend a weekend with this coffee man and his family when the baby was only a few weeks old, and when asked what he thought of the little fellow replied, "Looks like another coffee man in the family. He sleeps all day and raises Cain all night."

Now it is impossible to vouch for the authenticity of the story, but as for the part about raising Cain all night, it does seem that there could be something to that, as in general the coffee trade is known to be a group which



knows how to enjoy a good time when the opportunity is presented. However, as for the sleeping all day part, unless things have changed substantially over the past 25 years or so, I have my doubts about this, since surely if a coffee man did much of this, he would soon find himself in another business or unemployed.

The coffee industry being what it is today, with world economics so full of complexities and the coffee man constantly confronted with varied questions of prime importance to the well being of his business, certainly it behooves him to be on his toes.

Still, all in all, everyone needs a break once in a while, and seemingly the founding fathers of the San Francisco Coffee Club must have had this in mind when, in 1935, about the time of the above story, they generated the idea of the "Coffee Club" and established it for the sole purpose, as stated in its bylaws, of "promotion of social contact between its members."

There has been an opportunity on three occasions each year since the club was instituted—once each during the spring, the fall and just prior to the Christmas holidays—

(Continued on page 139)

ARNOLD, DORR & CO., INC.
105 FRONT STREET, NEW YORK

Representing
reliable Shippers
of quality coffees
from all
producing countries.

Cable Address: DORRCAFE



PRESSURE
PACKED

**SPECIALLY PACKAGED
TO PROTECT THEIR
SPECIAL QUALITY**



SEAL WRAPPED
IN ALUMINUM
FOIL

STANDARD BRANDS INCORPORATED

the flavor and aroma barrier

(Continued from page 105)

that many, if not most, of the coffee flavor and aroma constituents are not present in the green coffee but are developed by pyrolysis during roasting. It seems unlikely that the water soluble constituents of green coffee would provide sufficient aroma and flavor after roasting to provide the equivalent of good brewed coffee, even if their chemical nature were equivalent to that of the water soluble constituents of roasted coffee.

To the careful taster, it is evident that conventional soluble coffee not only lacks the desirable aromatics of freshly brewed coffee, but usually contains a detectable level of flavor often described as "caramel", and certainly not typical of brewed coffee. The National Research Corp., (U.S. Patent 2,573,406; 1951) claims to eliminate the caramel-like flavor, which they attribute to over-extraction of roasted coffee. The NRC process stops the extraction of roasted coffee first when 18-20% of the total coffee mass has been extracted. They claim that this is the point at which the maximum of desirable flavor constituents have been removed without removal of the undesirable elements. At this point, the basic extraction is stopped and the coffee mass treated with acid and an absorptive material, such as Fuller's earth, to remove the remaining flavor constituents. In the presence of the acid, more of the coffee is made soluble, and some of the undesirable flavor constituents are destroyed. The de-flavored hydrolysate is neutralized and the soluble solids concentrated and added to those from the first part of the process to provide both bulk and color.

In this connection, it is interesting to note that the Coffee Brewing Institute reports (Publication No. 26, October, 1957, and No. 27, November, 1957) the results of research which show that optimum quality of brewed coffee is achieved when extraction is between 17.5-18% and 21-22% of the coffee used. Thus the NRC process appears to be based on sounder technical ground than many of the other processes reported.

The processors used to manufacture the "improved" coffees now on the market are, of course, well-guarded trade secrets. But the results are interesting and portend further improvement. The latest Chase and Sanborn instant coffee, for example, has a very promising aroma in the jar. The user is definitely promised an improved beverage. There is, however, room for considerable improvement in flavor quality. The new Nescafe and the new Maxwell House soluble coffees also are somewhat improved from their previous products.

The most significant improvement in soluble coffee flavor in recent years is that of the Hills Brothers product. Here some of the flavor of brewed coffee has been retained and the caramel quality typical of instant coffees has been overcome to a degree.

Unfortunately, none of the products now on the market constitute answers to the basic problem of flavor and aroma retention. Without doubt considerable work remains to be done. The methods described above, which have been published, constitute only a part of the possible approaches to the problem. The answer may be in an entirely different direction. Only time and work will produce it.

Los Angeles — incredible city

By DONALD M. HARVIE, President
Los Angeles Coffee Club

Mr. Harvie, who seems to sell Los Angeles as well as coffee, is with Hard & Rand, Inc., in that city.

When the Los Angeles Dodgers open their first home stand next season, nearly a quarter of a million people are assured for the first three games. Sounds incredible? Such would be the case in any city but Los Angeles.

The L. A. Metropolitan County Area has grown so rapidly, developed so amazingly and expanded so dramatically that its true value as a market is difficult to evaluate.

Perhaps we can best explain this by using the following comparison: Los Angeles is equal in population to the combined totals of Buffalo, Cincinnati, Houston, Milwaukee, Minneapolis and St. Paul (approximately 6,000,000 people). This dynamic market,



although equal in population to the five major markets shown, registered 15.2% more in total retail sales in 1956 than all of these markets combined. Another factor diagramming the vitality of this area shows that its retail sales increase has been at the fantastic rate of \$15,000,000 every single week for the past two years!

Although here on the West Coast Los Angeles is not considered the "primary market" in coffee manufacturing, its tremendous sales volume, and even more important, its sales potential, certainly cannot be denied. Already two large roasters have just completed multi-million dollar plants, considered by many to be the most modern in the entire country. Thus, one cannot help but become excited when considering the future of this market in the years to come.

Optimism towards the potential of the L. A. market continues to run at fever pitch. One day last year I was driving through a sparsely populated area and was startled at the sight of a tremendous supermarket being erected. I could not help but wonder where and how they expected to get enough business to run such a gigantic operation. Yet today that same area is filled with homes, and another

(Continued on page 190)

MARCELLINO MARTINS FILHO EXPORTADORA S.A. formerly

MARCELLINO MARTINS FILHO & CIA.

Established 1920

Brazilian Coffee Exporters

(ALL QUALITIES)

CABLES: MARCEMARE

RIO DE JANEIRO

P.O.B. 2054

**Agents and/or
Branches in all producing centers
of the states of**

**SAO PAULO
PARANA
MINAS GERAIS
RIO DE JANEIRO
ESPIRITO SANTO**

**SHIPMENTS FROM
RIO DE JANEIRO, PARANAGUA and VICTORIA**

solubles—the coffee business of the future

(Continued from page 103)

are reductions in the export taxes of green coffee used to produce solubles intended for export (as in Mexico) and the talk of classifying soluble coffee under a far more favorable exchange rate than green coffee (as in Brazil).

We could not call it unfair competition if those same tax reductions and the same more favorable exchange classification would apply to the green coffees we buy from those countries.

There always remains the possibility of using coffees not otherwise exportable to the United States, and, as mysterious as it sounds, invitations to locate plants in some growing countries are often sweetened with assurances that green coffee is obtainable at substantially lower prices than are current here.

As more plants are built in the growing countries—and economical operation requires their full time operation—there is bound to be greater competition among them for the important U. S. market. Their new industry receives its primary impetus from the bright prospects of selling in the U. S. market, and the quick ability to produce without the great development strains experienced here is unquestionably due to a transfusion of U. S. know-how, equipment and money.

In itself, the acceptance of our experience is a compliment to the techniques developed here. The fact that this exportable article bears the mark "Made in U.S.A." in no way lessens the danger to the U. S. industry. It would, indeed, be odd if the forces that developed our industry would,

without hindrance, be used elsewhere to undermine its source.

Certainly the U. S. industry has sufficient hurdles of its own within the U. S. and needs no extra hurdles from outside to further tax it, molest it, or otherwise interfere with its normal development. There are those who feel we must first be hurt before we ought to complain. If a ship's captain waited for the storm before he secured his ship, he would surely be risking both ship and crew. "Safety first" is not a silly fetish. When a man has cultivated an attractive garden after putting into it his strength, his art, and his money, he and his community should be permitted to benefit from the results of his work without having to witness an invasion against which he is made helpless.

Undoubtedly the growing countries are experiencing increasing interest in soluble coffee for home consumption, and rather than import the manufactured product, it is certainly wiser to make their own. At the same time, the producing countries well know how to protect their best interests. For example: Venezuela has a \$3.00 per kilo duty on solubles and Brazil has a 120% ad valorem duty.

Full data on import or embargoes effecting solubles going to coffee-growing countries is not available, but it is unlikely there is such leniency as our three-cent-per-pound duty on solubles coming into the U. S.

The hazards of exporting the manufactured product practically duty-free to the neighbor now taking the greatest volume of their green product are valuable subjects for discussion between authorities in the growing countries and ourselves. It remains to be seen whether amicable exchanges between both sides can guarantee avoidance of unfair competition which, in the long run, is disastrous to both.

MEMBERS:

New York Coffee & Sugar Exchange, Inc.
N. Y. Coffee & Sugar Clearing Ass'n., Inc.
National Coffee Association of U. S. A.
Green Coffee Association of N. Y., Inc.

CABLE: TRUVOLS NEWYORK

COFFEE & COCOA

MEMBERS:

New York Cocoa Exchange, Inc.
New York Cocoa Clearing Association, Inc.
Cocoa Merchants Association of America, Inc.

TEL: WHITEHALL 4 5932

TRUEBNER VOELBEL CO.

79 Wall Street

New York 5, N. Y.

IMPORTERS AND AGENTS

REPRESENTING PROMINENT SHIPPERS IN ALL PRODUCING COUNTRIES

We solicit Futures orders for execution on the Exchanges

TO EACH OF YOU

... of the National Coffee Association we say with gratitude and pride:

"Welcome back to Boca for your 47th annual convention . . . January 13-16, 1958. We'll do our best to help you make it the best one yet!"

**Boca Raton
HOTEL & CLUB
Boca Raton, Florida**



trends in world coffee

By ROBERT E. ADCOCK, Import Division
Foreign Agricultural Service
United States Department of Agriculture

World trade in coffee is a dynamic and definitely growing business. Its importance in stimulating trade in other products of agriculture and in manufactured goods has received the attention of economic writers and is becoming generally appreciated. The United States imports about 60% of the coffee in world trade and shares in the reciprocal effects of this coffee trade. Any materially depressing situation in coffee would be felt in U. S. trade. Those in both government and industry are hopeful that under the currently developing surplus production situation, orderly marketing can be maintained.



The coffee market is large and is growing larger. The market has demonstrated that it can be expanded under a wide range of world conditions. From 1914 to 1950, exports of coffee increased on the average of a half million bags per year. Since 1950, the rate of increase has been expanded to about a million-bag increase per year. These increases have been realized through cycles of overproduction and under-production. The expansions have also witnessed erratic price fluctuations as well as periods of relative stability. The promotional programs of the industries in both producing and consuming countries have no doubt been instrumental in this continuing expansion.

Orderly marketing

There are numerous factors inherent in coffee itself that tend to promote orderly marketing. No small one of these is the fact that coffee is a storable commodity. The storability may be employed both in the country of origin and in the consuming country. This characteristic places an element of time on the side of orderly marketing.

A review of published analyses of the economic nature of coffee as a commodity in the grocery store reveals other extremely favorable characteristics. Most of these studies indicate that the total volume sold in the retail market is not greatly affected by moderate increases or decreases in price. They further indicate that the total volume is

more sensitive to the general economic level of the people than to any other factor. Correlation studies indicate that within very broad ranges of supply, there may be only low to moderate correlation between the selling price and a given year's exportable supply. If one is to judge from coffee's history and its apparent present condition, there is no reason to believe other than that the market will continue to take coffee in increasing quantities.

There is a shift in the sharing of this market. While the total world exports have increased since 1950 by 21%, South America's share has decreased by a fraction less than 10%. Africa has grown from a supplier of 15% of the market to 23%. North America and Asia have made slight overall gains.

While there are numerous factors back of the position shifts among supplying countries, it has been made possible by acceptable changes in the form and blends of the products developed during the last five years. The rapid rise of soluble coffee appears to have eased somewhat during the past year. The continued expansion of plant facilities, however, may result in the resumption of increasing consumption levels.

Shifts in production

Along with the shifts in exports have occurred shifts in production. It is estimated that South America will have an exportable production equal to about 55% of the total world exportable production during 1957-58, whereas South America was producing on the average of 70% of the world coffee supply in the five year period prior to 1950. North America, Africa, and Asia will produce about 45% of the world's total in 1957-58, whereas during the five year period prior to 1950 they were producing an average of about 30% a year. The 1957-58 world exportable production of approximately 42,000,000 bags will probably exceed the annual world exports by 2,000,000 to 3,000,000 bags.

Experience in agricultural production has shown over the years that even under acreage control, if favorable price incentives exist, overproduction may occur. Modern coffee production technology has been applied to a very limited degree and could if applied widespread over a short period upset all production trends. This would not be expected, however, at this point in the current production cycle, but might be expected in future expansion.

coffee plant automation has arrived

(Continued from page 111)

chines are rated at 9,000 lbs. per hour each, roasting in five minutes and cooling in two minutes.

The cooled coffee drops into round cooler hoppers and then goes via two Burns stoners to roast coffee storage bins. The stoners are equipped with rotary air locks for more positive discharge, and both cooling and stoning utilize outdoor air.

The roast coffee storage bins are located directly over a bank of granulators and are so arranged that any one granulator can be fed from any of three bins. The flow of coffee to the granulators is automatically controlled by the packing rate of the three packing lines. Thus, if the packing line is shut down, this automatically shuts off the flow of coffee to the granulators feeding that line. Each granulator discharges into special ground coffee elevators which feed True-Flow bins mounted over the can lines. The entire ground coffee handling system is so arranged that any granulator can feed any of the three packing lines, which provides an extremely flexible system for packaging and for servicing.

The three 3,500 lb. capacity True-Flow bins are used for ground coffee storage—one for the two-pound line and one for each of the two one-pound lines. From the True-Flows, the coffee drops to scales mounted over the three closing machines. Each of the three lines is capable of 120 cans per minute.

From closers, the cans go through a vacuum testing

machine and then by conveyor to a caser and a case gluing machine. These cases roll out of the packing room into a palletizer and are directed via fork lift trucks to shipping, or to storage within the plant.

Another innovation in this modern plant is the installation of an automatic can handling machine. Cans are received on pallets and can either be stored in that fashion or go directly from the truck to the can handling machine. This unit places the cans in the can conveyor by means of mechanical arms which sweep layer upon layer of the cans until the pallet is completely emptied.

Central chaff disposal and smokeless incineration of all roaster, cooler and stoner chaff is accomplished in a Burns chaff system, located on the mezzanine. In addition, the entire green coffee system has connections to a system for convenient central dust disposal.

The entire plant covers 130,000 square feet and has ample room for expansion. Every possible means has been used to make it as productive and efficient as possible. The green coffee can be received and stored or dumped quickly, and the green storage bins hold a full 24 hours requirement. From the dump right through to storage or shipment of finished cartons, a minimum of direct labor is involved. Virtually all that needs to be done is to change control settings to alter the volume of the flow. Chaff is disposed of automatically.

Full safety features are provided for protection of personnel, product and equipment.

From start to finish, the new Folger plant was designed to be the ultimate in efficiency, consistent with the production of the finest grade coffee.

ETHIOPIAN COFFEES

SJM

The best in hand-picked Djimmas

S. J. MAGDALINOS

ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBELEER COMPANY
17 Battery Place, New York

LOSEE & BUNKER, INC.

Established 1832

Weighing - Sampling - Forwarding

89 Front Street

New York 5, N. Y.

Telephone WHitehall 3-6034

surpluses are coming . . . can we handle them?

By **ANDRÉS URIBE**, United States Representative
National Federation of Coffee Growers of Colombia

The world coffee industry has reached a crucial moment. It is true that when there is question of agricultural products like coffee, where innumerable factors not subject to human control enter in, any forecast partakes of the nature of prophecy. Nevertheless, we must plan and decide on the basis of whatever forecasts the best experts can make.

And the consensus of expert opinion is clear. Coffee stocks will substantially exceed effective demand this year (1958), and the excess is likely to be much more substantial next year (1959).

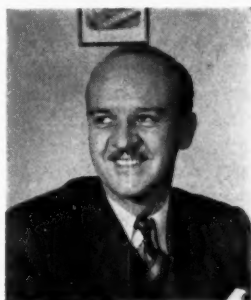
Not too long ago, a leading Brazilian economist, Don Theophilo de Andrade, estimated that exportable world production would amount to 38,000,000 bags in 1957-58, 45,000,000 in 1958-59, and 50,000,000 in 1959-60. His estimate of consumption in the receiving countries for these years was 36,500,000 bags, 37,300,000 and 38,000,000. A simple mathematical calculation shows that, on the basis of these figures, the warehouses will hold 21,100,000 million bags at the end of the 1960 crop year.

Still more recent calculations by other students of the problem have made modifications of detail in one country's production or another. But they have not changed substantially the overall picture.

We cannot escape the conclusion that if we all were to stand idly by the industry would soon be faced with another cycle of extreme imbalance, which would rock the foundations of many producing countries and ultimately do irreparable damage to all of us who make our living from coffee, whether as producers, handlers, roasters or retailers.

Fortunately, however, as everyone knows, the coffee industry is facing the crisis in a positive and united way. I want to take a minute to dwell on the essentials of our approach. These are simply that it is possible to increase coffee consumption to a point where we won't have to worry about surpluses.

One basic figure dramatizes this fact. As this present moment, nine-tenths of all coffee grown is consumed by one-tenth of the world's inhabitants.



World populations are increasing rapidly. World living standards are rising rapidly under the combined impetus of the awakening of yesterday's depressed peoples to their possibilities and the concerted action of the developed nations individually and through the United Nations to assist those which are now developing. This is creating new markets for coffee, into which we have to move.

In addition, we must remember that even our good markets are far from saturation. The United States, backbone of world demand, was consuming 19.4 pounds per capita in 1946, but only 15.9 in 1956. Yet during that period, living standards in the United States rose very substantially. Americans can afford to drink as much coffee now as then.

Just by restoring the 1946 per capita consumption, we could sell 26,200,000 bags in this market in 1960—that is to say, 5,000,000 more than it took in 1956.

Europe has not more than reached the volume of consumption which existed before the war, about 5.4 pounds per capita. And if we look at the wine and tea drinking habits of Western Europe, we can see that per capita coffee consumption even in the United States is still low, and that prospects for increased consumption in Western Europe are extremely bright.

England, for example, drinks five cups of tea per person daily; France and Italy, five to six glasses of wine. United States coffee consumption is only 2.8 cups a day. We are a long way from saturation.

To increase consumption in Europe involves more than promotion. High taxes in most countries are a limiting factor, placing the beverage in a luxury category. When we remember, however, that these countries are reaching a level of industrialization which forces them to seek new markets, we can envisage a diplomatic approach to this problem. The countries of Latin America need more manufactured goods, which they can pay for if the European countries lower their tariffs on coffee to permit higher consumption. We have already made some worthwhile progress along this road, and we can confidently anticipate more.

The Soviet orbit, not counting China, imported a mere 300,000 bags in 1956 for a population of 315,000,000. Poland, Czechoslovakia, Hungary and Rumania historically have been coffee drinkers, with the habit in Russia going back for many centuries. Expansion of trade with

(Continued on page 140)

how King coffee's vending information program boosted its sales volume

(Continued from page 128)

Coffee's industry vending information program was actually helping many a small customer become a bigger customer.

It follows, of course, that today, because of the widespread publicity given to this information program, location management itself frequently calls on us for advice regarding the use of fresh-brew coffee vendors. Because we carefully school our sales representatives in the operation and maintenance of over a dozen different types of fresh-brew equipment, they command the respect of food service executives.

Know-how of that kind enables King staff members to handle most any coffee service problem they encounter in the field—whether it involves helping an operator to set up a new location or recommending an adjustment of the cycle in a fresh-brew vendor to provide improved coffee flavor.

In recent months there has been a marked increase of manufacturing activity in the field of fresh-brew coffee vendors. To the best of our knowledge there are some 16 different machines now available. Naturally, this has made it necessary for our staff men to spend an increasing amount of time gathering and disseminating information about these machines. But every time a vending machine operator, industrial caterer or management executive comes to us with a question, we realize

that our industry vending information program has been a wise investment.

Of course, it should be kept in mind that for a long time many smaller vending operators have resisted the growing acceptance of the fresh-brew machine. This resistance derived from two principal fears: (1) fear that the fresh-brew vendor would adversely affect their capital investment in instant machines; (2) fear that the fresh-brew machine, with all its necessary extra services, would be difficult to operate at a profit.

Of late this resistance has dissipated. Vending operators are turning to the fresh-brew machine in larger numbers. We expect this trend to gather momentum in the coming year.

There's little question but what there have been great improvements in the design of fresh-brew machines during the past year and a half. This has tended to lessen service problems which caused high cost of operation. It is our opinion that within another year—or at most two—further design improvements will remove all doubts among the small vending operators as to the desirability of fresh-brew coffee vending machines.

At the present time, approximately 10% of our total sales volume is moving through fresh-brew equipment. By far the greater share of this volume is new business. It certainly appears to be a safe forecast that in the not-too-distant future fresh-brew machines will increase our total volume by as much as 35%. We likewise expect to offset losses incurred through the replacement of cafeteria and lunch cart operations by complete or supplementary feeding with fresh-brew machines.

VB

THROUGH THE YEARS A DEPENDABLE MARK

Coffee Importers

OFFICES AND REPRESENTATIVES

IN ALL PRINCIPAL PRODUCING AREAS

VOLKART BROS. INC.

120 WALL STREET

HAnover 2-9400

NEW YORK 5, N. Y.

CABLE: "VOLKART"

the future of Brazil coffee

By KENNETH H. FAIRCHILD, Fairchild & Bolte
New York City

After visiting one of our most modern roaster plants, a leading Brazilian exporter remarked: "The coffee business is a wonderful business, has a wonderful future. We have no competition." This is sound reasoning, based, of course, on the fact that no drink can equal a good cup of coffee.

Having been associated for years with Brazil, my interest in this brilliant future is, of course—where does Brazil fit into this rosy picture? There is no question that good quality Brazilian coffee is almost a "must" in a good blend of coffee, but the future of Brazilian coffee exports rests entirely, unfortunately, with the government in Rio.

With the trend definitely toward soluble, over the years it will continue to increase and improve in quality. Competition will demand and necessitate the improvement.

Some of the better solubles, including those brewed in Central America, have eliminated African coffee, and we find them superior to the average local product. Brazil can definitely greatly increase their usage in this field, provided the powers to be become realistic. With Africans some 10¢ to 15¢ per pound below Brazilian low grades, and higher grades on a par with Centrals, to say nothing of Colombians, Brazil is not going to increase its share in this field unless it is willing to compete.

The usual reply to competing successfully with Africans is that this would be a hopeless effort. Regardless of how low Brazil sold low grades, Africa could always sell lower.

The I.B.C. is in an excellent position to prove or disprove this reasoning. They have some 3,500,000 bags of past crops which at present are literally burning holes in the warehouses. Why not offer these through legitimate exporters at good discounts for export only under a rationing program based on a percentage of his last two or three years' average? We will guarantee the coffees will have no trouble selling, and it will be a quick solution for the government.

If this proves successful, in the future they could allow similar consideration for old crops and low grades.

We believe that this is certainly worth considering, but knowing from experience the thinking of the I.B.C., we doubt if they will consider any such simple solution. Instead, based on their desperate need for dollars, they will very probably consign these coffees through a favored

few, disrupting normal channels of business, such as they are doing at present with the higher grades—to the end of building government monopoly that will close many exporters.

Another adjustment that continually hangs over the importer's head, and one that must materialize, is a realistic exchange. With the free market for cruzeiros at near the 100 to 1 rate, the maximum an exporter can get on at 51.50¢ F.O.B. sale is 37.50¢ + 4.95 (26% bonus over 32.57¢). It is very plain that this rate cannot continue unless Brazil can firm exchange, which at present looks impossible.

An advance in the coffee exchange rate would also be a solution for the government purchases in selling locally.

I do not guarantee that these ideas will solve all Brazil's problems, but they will do much more than will a continuation of the present policy, when the exporter happily sells his stock to the I.B.C. in a continually depressing currency, ignoring his agent's plea for competitors' offerings and helping his government build up a monopoly that could eventually close his doors.

If the exporter can become strong and refuse the extended apple and insist that the I.B.C. be run for and not against his future, then I, too, will agree with our friend: "The coffee business has a wonderful future . . . even for Brazil."

San Francisco coffee club

(Continued from page 131)

for coffee men, roasters and green alike, to get together with their friends from the various allied industries, who are always welcome guests. These are occasions away from telephones, teletypes, markets, et. al., for an afternoon of golf and an evening of good food, drink and companionship ("Chin-raising," if you prefer). Coffee talk is kept at a minimum, but as anyone can realize, it can never be completely eliminated when coffee men get together.

These outings of the Coffee Club have been noteworthy over the years for a long line of social successes, which is a tribute to the cooperative spirit and genuine show of interest by the many members who have been called upon to arrange these affairs. The committee work is, of course, all volunteer from within the club, and generally the entertainment at the outings is from the membership. The latent talent is something surprising.

On behalf of the members of the San Francisco Coffee Club, I extend to the National Coffee Association our best wishes for a successful and enjoyable convention at Boca.



**surpluses are coming . . .
can we handle them?**

(Continued from page 137)

this area involves many special problems, but they are capable of solution, and in fact, a start has been made towards solving them.

In China we have a further 550,000,000 people, and 356,000,000 in India, while coffee consumption in both countries is nominal. And even our own Latin American countries, which represent more than 80% of world production, are relatively low consumers and capable of absorbing huge additional quantities.

But there is no victory without a struggle. To conquer this world market, it is necessary to go after it with energy, determination and united efforts. Fortunately, we have here the experience of the Pan-American Coffee Bureau, which represents more than 20 years of constant work and total cooperation—in good times and in bad—among 11 of our free American republics. The results it has achieved encourage us to undertake the broader task with confidence.

What are these results? In 1937, when the Bureau was established, the United States imported 13,000,000 bags. Twenty years later, imports were up 62% to 21,000,000 bags. Canada, during the five years since the Bureau's work was expanded to include the Dominion, has increased its consumption by a third.

It is because of this experience, because of the clear demonstration of the success of common promotion where it has been tried, that we are approaching with so much confidence and anticipation the formation of the International Coffee Organization which is to take place at Rio de Janeiro on January 20th.

This organization, which will unite for the first time all the important coffee-producing countries of the world, will spearhead the common effort to promote greater consumption all over the world in line with the market potentials I have outlined. It will also undertake various other activities designed to forward the same objective, such as the improvement of statistical and analytical services, and the collection and dissemination of scientific information about coffee production, processing, storing, shipping, roasting and marketing. Finally, it will constitute a center where we can get together from time to time, review our problems and reach agreement on the way to solve them.

All of this is evidence of the maturity which the coffee industry has attained, and it enables me to view the future with optimism. Cervantes, Spain's greatest literary figure, wrote that we make our own success. I am confident that the coffee industry can and will do just that. By intelligent cooperation among its parts, it will achieve in the years to come vastly greater production and correspondingly greater consumption within the framework of a rationally planned market which will protect the legitimate interests of the whole and of each of the parts.

BACHE & Co.

CLEARING MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE

**MEMBERS NEW YORK STOCK EXCHANGE AND OTHER
LEADING STOCK AND COMMODITY EXCHANGES**

***Our periodic studies on Coffee
available to the Trade.***

36 WALL STREET, NEW YORK 5, N. Y.

Branch offices and correspondents in most principal cities

Colombians and other milds

a look at crops . . . prices . . . quality

By RALPH P. BALZAC, Balzac Bros. & Company, Inc.

The spacious quarters of Boca Raton will be filled to capacity by representatives of the United States coffee trade and allied interests at the 1950 coffee convention, with probably an overflow. As it approaches its golden anniversary, the National Coffee Association has come a long way from the first small meetings initiated 50 years ago by a few farsighted roasters in Chicago and St. Louis. In its broad scope, there seems to be no other coffee gathering of its kind in the worldwide coffee business. Together with the regional conventions and the Canadian annual meeting, it contributes immensely to smoothing out some of the problems and promote the growth of this vast world commerce. Representatives of most of the American coffee countries attend the annual conventions.

The outstanding discussions and planning at these meetings have always been directed, and become so more and more, at how to get better coffee, how to serve better coffee to the public, and how to sell more coffee.

They, too, have problems

The coffee-growing lands also have their problems. "And how!" one can hear them echo. Let alone the inherent troubles and hardships of all farmers, coffee has in addition those problems peculiar to its cultivation: nurseries, seedlings, transplantings, waiting for five years for a first full crop, and all the weather and damage uncertainties.

Almost all the coffee countries have their various associations with diverse objectives, among which is to promote government measures beneficial to the industry, as well as, at times, to oppose some which are deemed injurious—when coffee is burdened with all the woes, and even past mistakes, of a nation's economy. Some of these associations often are even called upon to carry on a fight to keep coffee flowing as a commerce of free enterprise.

Then there is, of course, the matter of prices. That was the main concern of the recent meeting of American coffee countries in Mexico City. We know the emergency measures that were taken to reverse or stop the declining tendency. There was much emphasis on orderly marketing; and if there had been some disorder in the marketing of the various mild coffees, the emergency measures taken have at any rate had the effect of organizing the disorder. Prices have well recovered from the lows and,

as of this writing, still continue at much more attractive parities with other sources than what they were a year ago and more than the usual normal average. As a result of this price-quality attractiveness, sales of these coffees recently have been good. In the case of Colombians, Mexicans and others, sales and shipments were being made at a faster pace than the equivalent monthly quota averages.

First measures

Other meetings are scheduled later in December and January for further studies of supplies, demand and prices, when additional producers also will join the discussions.

Needless to say, the first emergency measures adopted will create internal problems which will also require the study of individual countries.

In August of this year, Colombia doubled the pesos that exporters, and hence the planters, would get for the same dollar price of coffee. The parity had been practically unchanged since May, 1951. The doubling was not all gain, as export coffee is now subject there to a U. S. \$15 tax, plus a 14 peso tax, per bag. It may be pointed out that the \$15 tax is to cancel a heavy backlog of import dollar debt to exporters from this country. We understand there is a promise to take it off when the debt has been cancelled. At all events, such exchange advances, or depreciation of the native currency, give planters temporary illusions that they are getting bonanza prices, hence makes them more ready sellers, for the time being, until more inflation catches up with their costs and with the costs of all the things that they have to buy. This in spite of the fact that the exchange reform was by this time only an act of justice to the coffee farmers, since the depreciation of the currency had already taken place in the open market and the coffee dollar had been held at a relatively low rate in pesos, which condition in turn had contributed to the heavy import imbalance.

Too much pessimism?

Perhaps of late there has been too much pessimism in the mild producing countries as to the future of the coffee industry. It would seem that the American market alone could augment consumption to absorb all of their present production, which does not, all in all, show any notable yearly increases. There has hardly been any year when the total hemisphere mild coffee production has



120 WALL STREET
NEW YORK, N. Y.

210 CALIFORNIA STREET
SAN FRANCISCO, CALIF.

401 MAGAZINE STREET
NEW ORLEANS, LA.

ANDERSON, CLAYTON & CIA., Ltda.

Coffee Exporters

SANTOS • PARANAGUA • RIO DE JANEIRO
ANGRA DOS REIS • VICTORIA

J. A. MEDINA COMPANY

Division of Anderson, Clayton & Co., Inc.

Coffee Importers

NEW YORK
MEXICO • GUATEMALA • EL SALVADOR

Agents in U.S.A. and Canada for

A. ARISTIZABAL & CIA., Ltda.

Coffee Exporters

CALI, COLOMBIA



Because it has more flavor to give

It's
Coffee-er Coffee!

S. A. SCHONBRUNN & Co., Inc. • 77 Water Street, New York, N.Y.

varied by more than 1,000,000 bags from the previous year.

It is quite true that when these coffees command too high a premium their use is curtailed to some extent, but at reasonable premiums in consonance with their qualities, it has been time and again demonstrated that they become readily salable. As a matter of fact, at recent parities mild coffees, we believe, had already begun to be more and more sought after. Limiting the supply, if it results in accumulating surpluses, may become a doubtful measure, for its future effects on the market for these coffees.

Possibly the eventual aims of the American producing countries will rather be to endeavor to market all of their present production at prices that may, by reasonable bargaining, appear fair to producers and users for an enlarging consumption. With the increasing integration of the American continents, that may not be an unobtainable goal.

There is an ever greater awareness of the often repeated saying that coffee is a two-way trade. A most emphatic percentage of the commerce of the Latin lands—export and import—is with the United States. The coffee countries on their part now know more of consumer resistance, and they also know that in our free competitive American economy is a constant fierce battle among many different products for the table dollar of the housewife.

We believe that the coffee countries are more aware than ever before that the more lasting solution to the problem of enlarging production is larger consumption, and that there is abundant room for it. The United States alone is over due for a yearly take of 24,000,000 bags, with compound yearly increase from there on. Some 3,000,000 people are added annually to prospective coffee drinkers in this great market. The cumulative recovery of the European countries augurs large increases there also. Selling coffee will also increase its use. Parodying a Spanish saying: The way to sell coffee is to sell it.

The coffee processing industry in this country spends a vast amount of dollars in advertising coffee to the public. Naturally more advertising money is devoted to the coffees that return a profit. However, it is not all price. Quality is what makes repeating customers. The taste of a cup of good coffee calls for another cup, while needless to say poor flavor or lack of flavor discourages use.

The better coffees should have an ever rosier future in our country, where the average economic status shows such progress, and farseeing roasters are well aware of that prospect.

India fixes 1957/58 exportable crop

The Indian Coffee Board has fixed the exportable surplus from the country's 1957/58 crop at 121,600 bags.

This is based on an estimated overall crop of about 626,600 bags.

Domestic consumption during 1958 in India is estimated at 481,800 bags—representing a 10% increase in the use of Arabica and a 15% increase in the consumption of Robusta, as compared with 1957.

New brochure on coffee vendor

A new eight-page full color brochure on the Perk-O-Fresh coffee vending machine is available from the Interstate-United Coffee Corp., 251 East Grand Ave., Chicago.

the danger line: 50¢ F. O. B. ... let's not cross it again

By MIGUEL A. CORDERA, JR., President
National Coffee Commission of Mexico

The year 1957 was full of events in the coffee industry. These events began when crop estimates for the 1957/58 season indicated there might be an abundance of coffee. These announcements made the exporters of mild coffee, in the producing countries, react nervously. It led them to try to sell their coffee quickly in the world markets by lowering prices.

It is evident that such a policy is a mistake. In any declining market, buyers will purchase only enough to satisfy their immediate needs.

Later on, as the fall of prices in September went from bad to worse, the governments of the producing countries became conscious of the situation. As a result of complaints from small coffee producers (who naturally are the ones who suffer most from low prices), the governments began to worry. This was a danger sign, an indication of serious problems to come that could go beyond the economic sphere and affect the political order, as well, in the Latin American countries.

It is well known that when people suffer hunger their only desire is to improve their bad conditions. Under such circumstances it becomes easy for them to accept exotic political theories which someone is always ready to offer them. What they want is a change; they think nothing could be worse.

Those of us who have responsibility in the coffee industry and take part in setting the coffee policy of our countries must look at these problems from a broader point of view than those directly involved in commercial transactions. We are obliged to think not only of the welfare of our own country but also on behalf of all America, and what it stands for in liberty and free enterprise.

We must consider this significant fact: when the price of coffee falls one cent a pound, it means a yearly loss of \$40,000,000 for Latin America. Consequently, it means that the United States loses this same amount of

money in the sale of its industrial goods to Latin America.

When coffee prices fell, the main producing countries of America, which represent 80% of world production, got together in Mexico to study the problem. They agreed on an emergency plan. This plan, embodied in what is known as "Convenio de Mexico" (the Mexico City Agreement), is based on the control of supply. Fortunately, this has brought about good results for both producers and buyers of coffee. The plan, however, was designed to meet an emergency and does not pretend to solve the main problem.

We know that the coffee industry needs a coordinated plan designed to increase world consumption. In this plan, the buyers as well as the producers of coffee should cooperate. The producers need to support greater promotional activities, by increasing their publicity and by creating needs that will enlarge the existing markets.

The coffee industry in the importing countries, on the other hand, should endeavor to sell a greater volume of coffee, should make a greater use of advertising and should avoid such suicide tactics as advertising that a particular brand of coffee can yield more cups of coffee per pound. This method of promotion, instead of increasing sales, tends to diminish them; it has contributed to the brewing of such a weak beverage that in some cases it tastes like warm water.

Exports of Mexican coffee during the agricultural season of 1956-1957, which ended September 30th, 1957, were 1,314,371 bags of 60 kilograms each. It is estimated that the annual production in 1957-1958 will be less than last year's, due to the fact that we had small rainfall during the maturing process of the coffee bean and strong winds and hail diminished the crop.

The National Coffee Commission of Mexico is the agency through which the Mexican government helps coffee growers to improve productivity and quality.

We are convinced that the only way to make costs come down, without affecting the economic welfare of the coffee growers, is by obtaining a larger production to the acre. We are trying to bring this about by using selected plants of high-yielding capacity, by taking care of the soils in a suitable way through fertilization, pruning and

(Continued on page 152)



coffee expansion in Africa

Upward trend in production and trade is continuing, USDA says

African coffee production has quadrupled since 1935/39, and African coffee exports, which supplied less than 10% of the world market 18 years ago, are now supplying 25%, according to a report by the Foreign Agricultural Service of the U. S. Department of Agriculture.

Export figures for 1957 indicate the upward trend is continuing, supported by a great potential ability to expand production. Production doubled between 1935/39 and 1946/47, and doubled again nine crop years later.

The prime stimulus has been the price levels attained by coffee grown in the Western Hemisphere. United States roasters and manufacturers of soluble coffee have found increasing advantage in obtaining African coffee. The traditional European market for African coffee also has expanded.

The type and quality of African coffee, however, has deterred its sale in the United States. While Africa produces some Arabica coffees, most of its production is Robusta, of qualities not standardized to the extent of Latin American coffees. The African exporters and producers realize this quality disadvantage and are moving toward improvement. There is, however, possible danger that the improvement in quality may increase production costs so that it might offset the present advantage in the U. S. market.

Africans also are concerned about the possibility that increased efficiency of extraction in manufacturing soluble coffee may result in less African coffee being needed to meet the soluble demand.

The greatest coffee-producing area of Africa is the western sector, including the Ivory Coast, the Cameroons, Equatorial Africa, Ghana, Nigeria, and Sierra Leone. In 1956, this area exported 2,900,000 bags out of Africa's total exports of 8,700,000 bags.

French West Africa increased its percentage of total African production from 8% in 1935-39 to 21% by 1950-51. By 1956-57, this percentage had increased to 23%.

French West African production in 1956-57, by country, was: Ivory Coast, 1,752,500 bags; French Guinea, 166,667 bags; and Dahomey, 15,833 bags.

More than 75% of the total production in these countries is on native plantations, and as a result the standard of living has rapidly improved in these areas.

In 1953, the cultivated coffee area of French West Africa was 568,000 acres—516,000 acres tended by natives and 52,000 acres by Europeans. The increasing production is assisted by a support fund. The services of this fund include improvement of coffee plants, disease prevention and distribution of plants, as well as maintenance and development of roads from plantations to markets.

Africa's Producing Areas



No restrictions or quotas are placed on plantings or marketings. In 1956, French West Africa exported 2,275,000 bags, which was a 44% increase over shipments of 1,584,000 bags in 1955. The United States imported 378,000 bags of this coffee in 1956, and 169,000 bags in 1955.

The French Cameroons are the second largest producers in West Africa. Robusta coffee constituted 85% of the Cameroons' exports in 1954 and 1955, while Arabica Coffee accounted for only 15%. The Cameroons have increased their exports from a 1935-39 average of 52,000 bags to 297,000 bags in 1956. U. S. imports from the Cameroons increased from 1,600 bags in 1950 to 12,700 bags in 1956.

Eighty percent, or 100,000 acres, of Cameroons' coffee cultivation in 1955 was by the native African, while Europeans cultivated 25,000 acres.

The combined territories of East Africa exported 22% of Africa's total exports in 1956, compared with 26% in 1955. East Africa consists of the Uganda Protectorate, Tanganyika Territory and Kenya Colony.

Uganda produces the greater percentage of coffee, exporting 1,044,000 bags, or 56%, of total East African exports in 1956. This makes Uganda the third largest exporter of coffee in Africa, following French West Africa and Angola.

★ Producing Countries: A Coffee Convention "Fact-Reference" Feature

Acreage of both Arabica and Robusta in Uganda increased by about 10% in 1956 over 1955. Total African cultivation of coffee in Uganda in 1956 was about 355,000 acres, while non-African acreage amounted to about 24,000 acres. In the four provinces of Uganda, 1956 acreage was 27,194 in Arabica and 327,704 in Robusta.

Coffee in Uganda is marketed under three distinct forms of organization: (1) Native coffee is marketed through Control Committees which pool sales profits with the objective of stabilizing the price to growers; (2) Bugishu coffee, one of the native coffees, is marketed under a Coffee Scheme controlled by a Board of Management. This organization purchases, processes and transports all Bugishu coffee; (3) Non-native coffee is marketed by a Coffee Marketing Board. European growers do not have a stabilization fund, as do the two African organizations.

Throughout East Africa, the territorial Departments of Agriculture supply seedlings to the natives free of charge, or at cost. In Uganda, as in Kenya and Tanganyika, acreage under native cultivation has been increasing with government support, whereas European estates have had to confine their activities to replacing old or diseased plants.

Kenya is the second largest producer in East Africa, exporting 452,000 bags in 1956. Coffee is Kenya's most valuable export crop, but Kenya produces a relatively small percentage of the total African crop. However, 1956-57 production was 385,000 bags, in contrast to the 1935-36 season output of 287,000 bags.

As growing conditions limit diseases to a minimum, Kenya is able to grow Arabica coffee. Most of this production comes from European plantations located within a radius of 20 miles of Nairobi, in the "Highlands," at altitudes from 4,500 to 7,000 feet. There are 60,000 acres of European plantations and 6,700 acres of African-grown coffee.

Native African production, while making great strides, is still small compared to European production and was only about 6% of the total Kenya crop in 1956.

Two of the more important coffee organizations in Kenya are: (1) the Coffee Board of Kenya, formed in 1932 to publicize Kenya coffee and to act as a liaison between Kenya's Department of Agriculture and the coffee growers;

Green Coffee Production in Africa

Country	Average : 1935/36-1939/40	Average : 1946/47-1950/51	1954-55	1955-56	1956-57
Angola	300	816	962	1,316	1,350
Belgian Congo	320	538	750	885	885
Ethiopia	345	343	762	900	800
French Cameroons	52	121	227	291	325
French Togoland	6	33	66	101	110
French West Africa	250	940	1,745	1,975	1,935
Kenya	297	156	238	167	285
Madagascar	537	503	636	910	850
Tanganyika	263	240	325	343	340
Uganda	225	194	1,180	1,300	1,320
Other Africa 2/.....	7	201	221	261	300
Total Africa	2,502	4,385	7,112	8,742	8,600

1/ The coffee marketing season begins during the second half of the calendar year, starting in some countries as early as July 1, and in other countries about October 1. 2/ Exportable production only. Includes Cape Verde, French Equatorial Africa, Liberia, Sao Tome and Principe, Sierra Leone, Spanish Africa, Ghana and Nigeria.

(2) the Coffee Marketing Board, formed in 1946 to market coffee through the Nairobi auctions.

Up to 1955, coffee exports did not exceed the 1935-39 export average of 289,000 bags annually. Then, in 1955, exports rose to 328,000 bags, and in 1956 they increased to a record high of 452,000 bags.

Coffee is the leading export commodity of Angola, and in 1956 accounted for 49% of the value of the total exports. In 1938, Angola accounted for 10% of Africa's coffee exports by volume; in 1956, this amount had increased to 17%. Angola exported 1,500,000 bags during 1956, a substantial increase over sizable 1955 shipments of 1,003,000 bags.

According to the Bank of Angola, there were 413 producers in 1953-54; they were operating 500 plantations with a combined area of 573,000 acres.

Nearly all of the coffee grown in Angola is Robusta. It is grown in the northern half of the country at altitudes ranging from 1,300 to 3,300 feet.

Arabica constitutes less than 1% of total plantings, and is grown in the southern section of the country—one of the areas where coffee production may be expanded. A shortage of labor has restricted expansion of acreage, but production has been increased through the use of improved cultural methods.

Angola's main port, Luanda, has modern docks and warehouses for the storage and handling of coffee exports. There are other coastal ports, but their inadequate facilities require lighter ships to move the coffee from dock to freighter. The use of these other ports is decreasing because of improved road facilities to Luanda.

All coffee exported from Angola—a Portuguese possession—is contracted by a government agency which sets exportation dates and quantities.

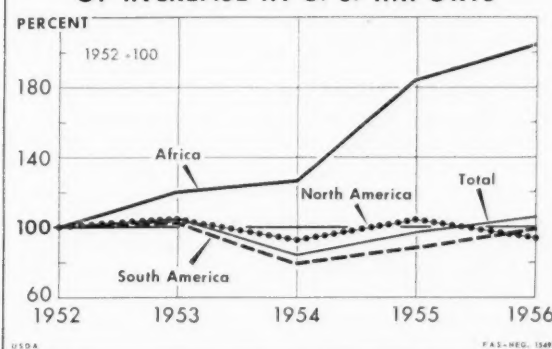
To obtain a better quality of coffee, the agency did not allow exports of the 1957-58 crop until August 15th. It also ruled that exports to the United States could be only first and second quality, with a moisture content not over 14%.

Producers hope that U. S. importers will consider Angola as a constant supplier of good-quality coffees.

The Angolan government has indicated it expects an annual increase in production of 150,000 bags a year for the next four years.

Estimated total coffee production of the Belgian Congo,

AFRICAN COFFEE SHOWS HIGHEST RATE OF INCREASE IN U. S. IMPORTS



JAMES W. PHYFE & CO.

98 FRONT STREET, NEW YORK 5, N. Y.

AGENTS AND BROKERS FOR GREEN COFFEES

Specializing in:

- EAST AND WEST AFRICAN
- ABYSSINIAN
- BELGIAN CONGO
- INDONESIAN

MEMBERS: NATIONAL COFFEE ASSOCIATION
GREEN COFFEE ASS'N. OF N.Y.C., INC.

Use . . .

Belgian Congo's Coffees

Kivu Arabica and Congo Robusta
Official types with constant characteristics in green, roast and cup.

COMPTOIR DE VENTE DES CAFES DU CONGO "CAFECONGO"

Soc. Coop.

Head Office:
Forescom Building
P.O. Box 356
LEOPOLDVILLE
Belgian Congo

Management:
106. Rue Belliard
BRUXELLES
Belgium

Cables: CAFCONGO

including Ruandi-Urundi, for 1957-58, is 1,015,000 bags (665,000 Robusta, 350,000 Arabica). This would be an increase of 15% over 1956-57 production and will be more than three times prewar 1935-39 production.

Coffee produced in the Congo and in Ruandi-Urundi is of three types: Robusta, Kivu Arabica and Native Arabica.

Robusta coffees are produced on large plantations which form the "Café Congo" cooperatives. Kivu Arabica is grown in Ruandi-Urundi on European plantations which have cooperatives called "Café Kivu." Native Arabica is produced in Ruandi-Urundi.

The Ruandi-Urundi government has announced that the economic future of the province will be closely related to the development of the coffee industry.

The Congo's exports of coffee have increased from 576,000 bags in 1951 to 852,000 bags in 1956. There is a trend toward Robusta in the type exported. Robusta made up 40% of the total in 1954, but is expected to account for about 60% of Congo coffee exports in 1958.

Ethiopia grows two kinds of coffee: (1) Harar, the superior in quality and (2) Abyssinian, which consists of all coffees not of the Harar type. Both of these coffees are Arabica; the difference lies in the method of cultivation and preparation of the bean. The flavor of Harar is very acid compared to the more neutral Abyssinian.

Ethiopia's coffee industry does not react materially to price changes, as might be expected. An increase in coffee prices normally results in increased production, but up to now this has not been the case in Ethiopia because of the nature of the production.

An increase in coffee harvesting in Ethiopia would demand difficult and hazardous exploitation of the dense forests where the coffee grows wild.

Under his primitive economy, the native Ethiopian needs only enough cash to purchase necessities. If coffee prices rise, the less coffee he needs to produce for his necessary cash income. Thus it appears that higher prices, instead of increasing production, would have the opposite effect.

Huge potential

Experts agree that Ethiopia could soon produce ten times as much coffee as it does now by developing unshaded, irrigated plantations, by clearing wild coffee forests and converting them into more productive areas, and by improving planting and pruning methods.

Despite the lack of incentive to increase production, over the past ten years coffee has represented a progressively larger share of Ethiopia's export trade.

In 1950, when exports were 353,000 bags, coffee represented 18% of Ethiopia's total value of exports; in 1954, coffee exports increased to 620,000 bags and represented 64% of all exports in value. In 1955, exports increased to 644,000 bags, although they fell to 55% of total export value.

While 1956 exports dropped to around 560,000 bags, 1957 exports may exceed the record of 1954.

Ethiopia's coffee exports to the United States increased from 141,000 bags in 1950 to about 470,000 bags in 1955, but declined to slightly more than 300,000 bags in 1956.

Madagascar produced an average of 456,000 bags of coffee for export in the prewar years, 1935/39 and was Africa's leading exporter and producer of coffee. Although its exports had increased to 887,000 bags in 1956, it was only the fourth largest African exporter. Exportable production in 1957/58 is estimated at 800,000 bags.

the Mexico City Agreement — and Robustas

By C. C. SPENCER, Chairman
Uganda Coffee Industry Board

The general world statistical position of coffee, together with the ever-growing volume of production of Robusta coffees in Africa, has naturally given rise to speculation as to the probable trend of Robusta prices in the future.

Such speculation has not been made any easier by the recent Mexican agreement of the Latin American producers and the prospect of the European Common Market.

While the immediate effect of the former has been to give favorable movement to African Robusta coffee prices, it seems probable in the long term that buffer stocks built up by the Latin American adherents to the agreement must have an unsettling effect on world coffee markets, and tend to make both dealers and roasters chary of entering into forward transactions.

It is difficult to visualize the effect of the European Common Market on coffee prices and consumption, but at first sight it appears possible that this may be a deterrent to increased consumption in European countries which are party to the proposals. Producers of Robusta coffee in Uganda and other African territories have therefore a period of considerable uncertainty ahead, and if they are wise they will not allow themselves to be lulled into a sense of false security by present prices which may prove to be comparatively short-lived.

The strength of the Uganda producers lies in the fact that they still enjoy relatively low production costs and are therefore in a better position to withstand future price falls than many others less favorably placed. It is abundantly clear that they can still further strengthen their position quite materially by concentrating on improvement in their yields and giving greater attention to the quality of their production.

It has been demonstrated that yields can be improved quite markedly by the adoption of a few simple rules of husbandry. The necessity for such improvements has been recognized by the African local government primarily concerned, and this government has already taken steps to launch a campaign to encourage improved husbandry, harvesting and processing in preference to sole attention to the planting of increased acreages.

It is indeed encouraging that the necessity for such a campaign has been so readily recognized and followed up at this particular juncture. It is to be hoped that African producers will be ready to adopt the advice of their local government more readily than they have shown themselves willing to follow the advice of the Protectorate Government in the past.



An African worker rakes coffee beans drying in the sun in Uganda.

New planting of Robusta coffee still continues, but unfortunately, owing to the widely scattered nature of the areas planted, no reliable figures of the new acreages are now available or are likely to be available in the foreseeable future. It follows that any attempt to estimate the future trend of coffee production can be only very speculative.

However, in the light of current production, which in the 1956/57 crop year totalled some 65,000 tons, coupled with the new trees known to be coming into bearing each successive year, it is fairly safe to predict that the Uganda native Robusta crop will exceed 80,000 tons within the next three years, and possibly reach 100,000 tons within five years. Naturally, this assumes that the weather conditions are not abnormal.

For the 1957/58 crop year, the production may not exceed 45,000 tons, owing to a very severe drought experienced during the months of July, August and September. This drought was quite unprecedented, and there is no past experience on which to draw for comparison to enable the Agricultural experts to formulate any reliable information as to its effect on the trees' yielding capacity during the next nine months.

If a crop of between 80,000 and 100,000 tons is achieved within the next five years, the marketing of it may well present some difficulties, particularly if general increases in production throughout the world are not matched by increased consumption. It is thus of paramount im-

DAGLIO & CO.

**HIGHEST QUALITY
WASHED SALVADORS**

**MANON
SANTA LUCIA
ATEOS**

SAN SALVADOR, EL SALVADOR, C.A.

STANDARD BRANDS Inc

IMPORT DIVISION

**93 FRONT STREET
New York 5, N. Y.**

Cable Address: STANCHAS

**501 DE HARO STREET
San Francisco, California**

**500 NATCHEZ STREET
New Orleans, Louisiana**

**CAIXA POSTAL 980
Santos, Brazil**

portance that more and more attention should be directed to the improvement of quality of this production.

With this end in view, research into all aspects of the coffee industry is being intensified, with particular regard to improvement in harvesting and processing.

It has not been overlooked that since the war the manufacturers of soluble coffees in the United States and in Europe have become most important factors in the Robusta market, and judging by the steady expansion in the consumption of such coffees, will probably continue to be the most important consumers of African Robusta coffees.

The Uganda Coffee Industry Board is therefore endeavoring to ascertain from the major soluble coffee manufacturers what their requirements are in the quality sense, so as to ensure that any changes made in Uganda do not inadvertently produce a style or quality of coffee which for one reason or another might be unsuitable for the purposes of soluble coffee manufacture.

Overall, there is no escape from the fact that the future is going to be difficult, but Uganda producers should be able to survive any difficulties which may confront them in the future in the shape of market recessions, provided that they heed the advice given to them, particularly in regard to the improvement of their quality.

Photoelectric sorting of green coffee

(Continued from page 109)

where there is an adequate supply of high grade coffees, the off-grades tend to sell at a greater and greater discount, move more slowly to market and thus provide additional time for the orderly liquidation of the surplus.

Conclusions

1. Based on the observations of these industry leaders, it is clear that a relatively small amount of exceptionally clean coffee is coming to the market from areas which hitherto have not been known for the top qualities and that this coffee is highly acceptable to the dealers and to the roasters.

2. It seems clear also that the dealers and roasters will probably become accustomed to receiving high grade coffees and will design their blends to make use of these grades.

3. Now that the competitive advantages of electronic sorting have been demonstrated, the only remaining question is how much coffee will eventually be cleaned up electronically. My own guess, based on my experience with other commodities, is that not more than one half of the total world production will be thus automatically sorted, and probably never more than 40%. This figure allows for solubles, low-cost roasters and internal consumption. Even in the case of solubles, there is a trend toward better and better coffees.

No sound, large industry has ever been built on anything but high quality. But when the maintenance of high quality standards becomes too expensive (as perhaps was the case with coffee) there is a tendency sometimes to let grade lines become hazy. When machinery capable of maintaining high grades becomes available, however, it is quite probable that it will be put to good use by an inherently quality-conscious group, such as the green coffee industry.

Ivory Coast coffees and the U. S. market

By HENRI E. BLANCHENAY, Manager
Societe Generale
New York Agency

Sure enough Robusta stands for robustness. But equally, Ivory Coast robustness stems greatly from its Robustas. Although most of our readers would have a tendency to believe that it is nothing but coffee, one must not forget that the country is solidly built on other riches, such as cocoa and lumber, not counting the serious hopes which can be placed in the last but not unimportant investment: rubber.

It is now an admitted fact that Africa has become an important factor in the U. S. coffee market. The accompanying chart speaks for itself.

Considering these figures, the French African exports to the U. S. market appear rather erratic, as against a steady progress shown by the total African supply. However, it is interesting to note that since 1954 Ivory Coast has lost part of its share among the French territories, to the advantage of steadily progressing Madagascar.

It is still true that the Ivory Coast brings a good portion of coffee-earned dollars to the French Union basket.

Tonnagewise, the same trends apply. This could be taken as common-place. However, it is a definite indication that although relatively a newcomer on this market, Ivory Coast coffee has established itself sufficiently to be considered as a price-factor.

It may be too soon to draw conclusions on the action of the Stabilization fund, which has been operating for one full campaign only since its inception. But we shall content ourselves to lay out a few facts and leave it to the experts and the seers to venture their own opinions on whatever implications could come to their minds.

During the 1956/57 campaign (i.e., October to September), the Ivory Coast exported 108,004 tons, including a carryover of 1,500 tons from the prior campaign. The exports were directed as follows: Metropolitan France, 67,659 tons; Algeria, 22,363 tons; U.S.A., 15,074 tons.

The 1957/58 campaign has had a very slow start. The indications are that the crop will about equal last year's, at about 100,000 tons. It is worth noting, how-

(Continued on page 154)



U. S. Imports of African Coffees In thousands of U. S. dollars

	1951	1952	1953	1954	1955	1956	1957 1st sem. 17,267
Portug. terr.	2,067	28,234	35,522	37,175	29,052	33,662	
French terr.	252	1,733	169	20,697	12,585	20,239	15,039
British terr.	11,686	13,686	9,945	16,317	26,939	27,596	14,962
Belgian terr.	10,865	17,643	13,745	14,163	25,292	26,370	5,873
Ethiopia	15,287	13,953	29,540	30,749	27,590	18,548	19,053
others	12	38	29	155			26
Total	40,169	75,087	91,959	119,266	121,668	146,215	74,100
Total U.S. imports	1,357,597	1,375,334	1,465,141	1,484,006	1,356,030	1,432,154	706,466
% Africa to U.S.	2.9	5.4	6.2	8	8.1	10.9	10.5
% French to Africa	min. 1%	2.3	nt1	17.35	10.45	13.85	20.3

U. S. Imports of French African Coffees In thousands of U. S. dollars

	1954	1955	1956	1957 (1st semester) 8,784
French West Africa 1)	16,892	7,981	14,628	
Madagascar	3,039	4,560	5,105	6,169
Cameroons	748	143	493	86
French Eq. Africa	3			
Somalia	15		13	
Total Fr. Africa	20,697	12,684	20,239	15,039
% to U.S. imp.	17.35	10.45	13.85	20.3
% Ivory Coast to French Africa	81.6	62.9	62.9	58.4

1) French West Africa includes French Guinee whose exports to the U.S. market are negligible.

Rise in Quality of Coffee Exports from French West Africa

DATES	PRIMA & EXTRA PRIMA	COURANT	INFERIOR
1955	1%	29%	70%
1956	5%	54%	41%
1956/57	11.22 %	84.20%	4.58%

quality in Angolas

By JOÃO ILDEFONSO BORDALLO, Lisbon, Portugal

Angola coffee is indisputably improving in quality, even if this means a loss in quantity, this being necessary if we wish to conserve the consumer markets, whose requirements are harder and harder to meet. If the producers pay heed only to quantity, the result will be a loss of prestige, which is always very undesirable, to say the least.

This being so, coffee producers and exporters on one hand and official entities on the other (among the latter the "Junta de Exportação do Café") are making all efforts to maintain the reputation of our coffee, as they know very well that it is one of the most powerful sustainers of Angola's economy. In fact, coffee and cork represent the most important factors in the balance of payments for the "Escudo currency area," including Metropolitan Portugal and all overseas Portuguese territories, of which Angola is the most important.

As proof of the great attention Portugal devotes to coffee matters, Professor Branquinho de Oliveira, director of the Centro de Investigação das Ferrugens de Cafeeiro (Center of Research of Coffee-tree diseases) of the National Agricultural Department, was recently awarded the "merit prize" by the FEDECAME for research on coffee tree phytopathology, notably on *Hemileia Vastatrix*, studies which brought from Professor Frederick Wellman, head phytopathologist of the Inter-American Institute for Agricultural Sciences, the statement that "this Portuguese scientist, who is now studying coffee diseases, knows more about the genetics of coffee varieties resistant to diseases than any other person in the world."

"We wish to emphasize that Guimarães Gomes and Carlos Henrique Reiniger, renowned scientists of the Brazilian Agriculture Ministry, came to Portugal with the object of familiarizing themselves on the scene with the research work of this scientist and, if possible, to obtain some varieties of the coffee trees resistant to the disease caused by *Hemileia Vastatrix*."

Brazil, as is true of all other American coffee producing countries, has no signs of this disease, but intends to prepare itself against any possible outbreak which, if it did occur, would cause irreparable harm to Brazilian economy.

The figures concerning Angola's economy are significant. Let us look at the outstanding facts regarding production, export volume, markets, export value, etc.

Angola's average coffee production for the 1935/36 and 1939/40 crops were 300,000 bags—in relation to a world production of 41,586,000 bags, that is, 0.7% of world production. The estimated 1957/58 crop will be 1,300,000 bags, in relation to an estimated world production of 50,395,000 bags, that is 2.6% of the world

Exports of Angola Coffee in thousands of bags

Countries	1954 1955(a)	1955 1956(a)	1956 1957(b)
Metropolitan Portugal ...	199	132	150
U.S.A.	354	495	578
Holland	102	235	289
Canada	26	260	119
Belgium-Luxemburg	12	74	90
Switzerland	5	19	22
Western Germany	7	17	20
Union of South Africa ...	8	25	18
United Kingdom	14	6	9
Other markets	25	61	144
TOTAL	752	1,324	1,439

(a) from August 1 to July 31. (b) from August 1 to August 15.

production. This means a 400% increase, which is remarkable, specially if we bear in mind that producers took care that the quality of the coffee should go up more rapidly than the quantity.

Export of Angola coffee will give the following interesting table:

Exports of Angola coffee show some interesting trends. Before World War II, in 1932, 158,000 bags were exported. The annual average for 1932/38 was 246,000 bags. In 1938 itself the exports were 291,000 bags, 84% more than in 1932.

During World War II, the 1939/45 period, the annual average exports were 354,000 bags. By 1945, in fact, the yearly total was 515,000, 226% more than in 1932.

In the postwar period of 1946/52, the annual average was 811,000 bags. In 1952, it had reached 813,000, 414% more than in 1932.

In the more recent period, 1953/56, the annual average has been 1,121,000 bags. The 1956 total was 1,500,000, an astonishing 848% more than in 1932.

Angola's markets are good as well as steady, as we can see from the table regarding the last three crops and their markets.

This table clearly shows the increase in Angola's markets, as well as the stability of the main ones. The fact that under the "Other markets" heading, we have an increase in relation to the subsequent yearly crops means that Angola coffee has enlarged its markets even in a geographical sense.

Angola coffee exports to all markets in 1956 totalled \$55,700,000, of which \$20,000,000 went to the U. S.

It is useful to know the price evolution regarding Angola coffee as compared to prices of other African coffees imported by the U. S. market. This evolution is favorable

(Continued on page 156)

natives



in Angola coffee growing

By FERNANDO PEREIRA BASTOS, President
Junta de Exportacao do Cafe
Lisbon, Portugal

One of the most striking and characteristic aspects of the Portuguese world expansion is no doubt that of the integration of the various native African peoples of Guinea, Angola and Mozambique into a great community—the Portuguese community. This is true even if we leave out the complete identification of other peoples with the national civilization, as happens in Portuguese India, the Portuguese Timor and Macao.

In the same elementary and secondary schools, in the same fields and workshops, the European man and the African man, both Portuguese, make their way side by side to serve a country that is the same for both.

They may be distinguished by cultural degree or social rank, never by the color of their skin. And this is the reason why the respectful greeting that meets us when we cross the roads in Angola or Mozambique, and to which we always answer in a friendly way, is not a sign of servility or submission, but rather a greeting like the one still exchanged on the roads and paths of metropolitan Portugal between two persons who meet: "God help you!". "God be with you!" And this is also the reason why, not long ago, a foreigner said the Portugal wants to turn the primitive peoples neither into politicians nor into gentlemen, nor even into rich people, but simply into Portuguese people.



Picking coffee at the "Colonado do Vale do Loge."

A modest ambition, it may be said, but one that contains so much Christian character and human fraternity in their purest sense!

Of course we do not find all advances in Portuguese Africa, as we do not in the rest of Africa. Otherwise we should proceed too fast: the crises of growth are more serious if the growth is too sudden. Paternal and Christian character, human understanding and a clear sense of the local realities are the principles that guide Portuguese action in Africa, and in it the African peoples themselves have a part.

Collaboration between Negroes and white men, both Portuguese, integration of the dark-skinned Portuguese into a single national civilization . . . all this is by the way of introduction to the native producers of Angola coffee. There are already about 20,000 of them. Some 2,000 each produce every year more than one ton of commercial coffee, e.g., coffee ready to be sold. A fifth of the coffee which Angola exports is of native origin, e.g., produced by natives who grow it in a familiar way.

Thus, it is not surprising that the Junta has given particular attention to the native coffee producers in Angola, chiefly those of the Portuguese Congo, where they are more numerous, creating "experts" brigades which give advice and supply seeds and selected plants. In the test stations of the Junta there are some natives learning the best practices for coffee growing. Lodged in hygienic and pleasant houses, they stay for some time, long enough to be taught the best ways of culture, fertilizing, harvest and selection.

In the fertile Vale do Loge, the Junta has established a Colonato (station of settlers) of native families that grow coffee. Each family has a house, and besides a coffee plantation, they also have a small kitchen garden for food crops. A hundred families live there. As soon as coffee is in full production, they will own the lands they cultivate.

White Portuguese and dark-skinned Portuguese are part of a single nation—Portugal. Nowadays they give the world a lesson in solidarity and collaboration in pursuit of a common aim. In close alliance, they have been making the prosperity of Angola coffee.

FAIRCHILD & BOLTE

120 WALL STREET

NEW YORK

Green Coffee

AGENTS AND BROKERS
REPRESENTING
BRAZILIAN and MILD SHIPPERS

Members:

NATIONAL COFFEE ASSOCIATION
GREEN COFFEE ASSN. OF N.Y.C.
N.Y. COFFEE AND SUGAR EXCHANGE

America's best-selling coffees
in each field come from

MAXWELL HOUSE



VACUUM PACK



INSTANT



DECAFFEINATED

PRODUCTS
OF
GENERAL
FOODS

MAXWELL HOUSE



Division of General Foods

MEMBER OF
NCA

coffee bags meet the future

(Continued from page 120)

A foil bag of very thin aluminum foil (.00035") laminated to paper, outside, with a laminated glassine liner, produces a most attractive package. To date this has met with only limited acceptance, due to the higher cost.

Acetate laminated over the exterior printing of conventional super-calendered white paper also produces a striking package, and for a short time appeared to be making a comeback after many years absence, but interest has declined.

Automation has produced subtle changes in coffee bag manufacture. Today's average bag is longer, to permit smooth automatic closing and sealing. The "thumbnotch" has tended to become standardized to conform with automatic opener requirements. Special pasting around the top eliminates coffee-between-the-plys that might occur during filling with conventional bag pasting.

With self selling merchandising and economical automatic packing always in mind, other improvements in coffee bag fabrication will be coming forward to give the roaster and his customer a more attractive, convenient and effective package at an economical price.

the danger line: 50¢ F.O.B.

(Continued from page 143)

share control, and by controlling the diseases and plagues of the coffee tree. But there are 600,000 acres under coffee cultivation and the lack of adequate communications slows this work.

Mexico wishes the consuming countries to understand that it does not want excessive prices for coffee that in turn could bring about a reduction in consumption. On the other hand, we do not want prices so low that they would bring about serious problems in the American republics.

The danger line of 50¢ FOB was crossed recently; we do not want this to happen again.

today's changing coffee world

(Continued from page 112)

answer was, "I heard them talk that way 40 years ago". The horse and buggy has been done away with, but we still get around, in automobiles. Most likely the same kind of man who ran a stable is now the automobile dealer. It is a question of moving along with the times.

All segments of the coffee industry, green men or roasters, can adapt themselves to the problems of the changing world. We are sure of that.

quality in instant coffee

(Continued from page 100)

"In the last analysis, though, it's quality which creates and maintains the market," Mr. Leister insists. "Instant coffees have to sell in competition not only with ground coffee but with other instant brands. All of the leading manufacturers must and do keep their quality standards high. And the U. S. public, which is extremely conscious of coffee flavor, is buying more and more instant with taste as the foremost consideration."



The old (left) and the electronic new (right) in green coffee sorting in the Belgian Congo.

trends in Belgian Congo coffees

By **GEORGE M. SAKS**, President
G. M. Saks, Inc.

The Belgian Congo is situated in the heart of the African Continent—its area is 902,994 square miles. The Trust Territory of Ruanda Urundi is east of the Belgian Congo, bordered by Uganda and Tanganyika. Its area is 20,309 square miles.

It is only from 1920 onwards that the culture of the coffee tree took hold in the Congo on an industrial scale.

The Robusta tree spread in the northern part of the Congo (Uélé district) and in the Equatorial basin, while the Arabica tree found ideal ground for expansion in the high altitudes of the Eastern part of the Colony, especially in the Kivu. The native population of the Trust Territories also started the culture of the Arabica tree on a vast scale.

With a view to promoting coffee agriculture in all its aspects and improving the methods of preparation of the crops, the Belgian Congo government in 1940 created "Offices for Agricultural Production," one of the offices for Robustas, the other for Arabicas. Due to the War, these two "offices" handled until 1947 the preparation and grading of the coffees as well as their sales on world market.

Since 1947, the role of these "offices" has been solely technical. A third "office" was created in Ruanda Urundi

called the Office Ociru (Office Cafés Indigènes Ruanda Urundi). Their technical role consists principally in the control of quality and maintaining consistently the characteristics of the different types. O. C. R. does not confine itself only to examining the coffee, but concludes the industrial operations started at the plantation.

O. C. R. each year improves its machinery for classification, with new electronic separators.

As soon as the types were approved, the Congo government in 1948 forbade any coffee to leave the country without a certificate of quality issued by one of the "offices." Here are the classifications:

A. O. C. R. (*Office Café Robusta*). The Robustas were divided into two large categories: (1) the Washed=W; (2) the Naturals=N.

These categories were then subdivided into three classifications—class 1, class 2 and class 3—depending on the liquor. The Robustas were then screened from a 17.5 screen to a 15 screen, thus creating the final types.

The last letter of the types indicates the bean size:

Class 1: W1A, W1B, W1C, N1A, N1B, N1C.

Class 2: W2A, W2B, N2A, N2B.

The third class is known as "triages" and is exported under denominations 3A and 3B.

B. O. P. A. C. (*Office Produits agricoles Costermansville*). The coffees produced in the Kivu and Ituri districts were the first to be typed since 1943.

Kivu coffees are grown exclusively from European plantations.

(Continued on page 158)

W. D. STUART & CO.

79 PINE STREET
NEW YORK CITY
FLOOR BROKERS

The New York Coffee
& Sugar Exchange, Inc.

Telephone: Dlgby 4-2170 - 2171

Cable address — Musketeer

UNIVERSAL

EXPORTADORA DE CAFÉ LTDA.

BRAZIL COFFEES
OF ALL
DESCRIPTIONS

SHIPMENTS FROM
RIO — VICTORIA — ANGRA — PARANAGUA

CABLES:
UNIVERCAFE
RIO DE JANEIRO

4 AV. RIO BRANCO
RIO DE JANEIRO
BRAZIL

1956/57 Season

DATES	Net weight Abidjan before treatment CFA fr./kg 1)	Floor export- prices sts/lbs New York 2)	New York Quotations
Oct. 31, 1956	101		32.25
Nov. 30	102		31.50
Dec. 31	100	30 1/8	32.00
Jan. 31, 1957	104	31 1/4	34.00
Feb. 28	112	32 3/4	33.75
March 31	120	33 1/8	34.30
April 30	113	34 1/4	35.50
May 31	116	33 1/8	35.00
June 30	120	34 1/4	35.00
July 31	122	34	35.25
Aug. 31	129	34	35.25
Sept. 30	137	34	35.00
Oct. 31	122	(33 spot (31.50 Jan. & on	35.25
Nov. 15	130/133	(33 (32 Jan. & on	35.25

1) 175 CFA fr. = U.S. \$1. — until August 12, 1957
210 CFA fr. = U.S. \$1. — since August 12, 1957

2) Floor price was established as of 12/20/56.

Ivory Coast coffees and the U.S. market

(Continued from page 149)

ever, that at the end of November very little of the new crop had been marketed at Abidjan.

For the 1956/57 campaign, the support price established by the Stabilization fund was CFA Fr. 100.—per kilo, net weight Abidjan, and 103.60 for the treated beans. At the same time, the Stabilization fund decreed minimum export-prices below which no export-license could be obtained. For the 1957/58 campaign, no support-price was determined as of the date this report was written. It is believed, however, that it will be set at about CFA fr. 110.—per kilo—net weight Abidjan.

The accompanying chart shows the various support and floor-export-prices decreed by the Stabilization fund.

In December, 1956, the market prices were close to the support-price. Therefore, the Stabilization fund offered stocking contracts to support the prices for future exports. In view of the rising trends, such contracts were limited to about 15,000 tons. As early as March, 1957, they could be marketed, and the fund has not had to intervene since.

In the meantime, it seems that the Fund had a beneficial effect on the improvement of the quality of exported beans, as shown in another of the tables.

We are pleased to learn that such results will further be improved. The shippers seem to progress decidedly in that direction. They are strongly and financially induced to do so. For several years they have already enjoyed a reduced export tax for their exports of better than "courant" types. Since last August, they receive a further quality premium. A decree of August 26th, 1957, has established a surtax to be borne only by coffees of the "courant" and inferior types. The surtax varies from Fr. 0.60/Kg. when the coffee is marketed at between Fr. 125 and 130/Kg., to Fr. 7.90 and over for market prices at Fr. 150 and over.

No doubt, this measure will greatly contribute to im-

coffee problems in Ethiopia

This article was suggested to COFFEE & TEA INDUSTRIES by the Director General of Ethiopia's Agricultural Department. The article is from "Report on Economic Conditions and Market Trends," published by the State Bank of Ethiopia.

The recent meetings of representatives of the principal Latin American coffee growing nations in Mexico City have highlighted the threatening over-production of coffee in relation to probable world consumption. It is a measure of the seriousness of the situation that the nations represented there should consider to take upon themselves the sacrifice that a voluntary 20% cut in exports would involve. However, it should not be assumed that an agreement of this kind, even if it is subscribed to, will solve the World's Over-production problems in the long run.

Unless the quality of Ethiopian coffee is considerably improved, the threatening worldwide overproduction of coffee is more serious for Ethiopia than it is for most other coffee-growing countries. Ethiopia's coffee has not really been adapted to the market where it must now face keen competition. Fortunately, the road to progress has been indicated by successful experiments, and many of the measures to be taken are not very costly. They involve cooperation rather than capital. Ethiopia's coffee is excellent on the bush; it is just a matter of getting it picked, processed and shipped correctly.

The vulnerability of Ethiopia's position on the coffee market is a direct result of the country's history. Conditions which have hitherto been factors of strength are presently showing up as sources of weakness.

This country is considered by many coffee experts to be the historical homeland of coffee. Whether this is true or not, it is certain that coffee has been used here as a beverage in ancient times. The cherries were gathered, as they still are, mainly from wild bushes scattered among the forests of western and southwestern Ethiopia. Plantations have never been very important, although there are today a fair number, mainly in the Chqrcher region near Harar and in Arussi province.

Processing methods were of necessity primitive in ancient days, and much coffee is still being treated in the old-fashioned way. The cherries are spread on the ground for sun-drying, and decortication is done by beating or squeezing the dried cherries in various ways. Although machinery has been introduced (Ethiopia has several dozen large mechanical coffee cleaning plants in operation) the method remains basically the same as in ancient days. Fermentation and washing are virtually unknown, and so are the cement-covered drying patios that are so frequently seen in Latin America.

For decades, and perhaps for many generations, Ethiopia has had the advantage of assured markets, so that it was



Coffee nursery at Jimma, Kaffa Province. The young trees are ready for distribution.

unnecessary to keep up with the technical improvements introduced in other countries. For instance, Ethiopian coffee has held a virtual monopoly position in the Sudan until a few years ago, and in several other Middle Eastern countries. Ethiopian coffee has been able to maintain a strong position mainly for historical reasons. During the Italian occupation, Ethiopian coffee had, naturally, a sheltered position on the Italian market.

As consumption rose in Europe because of derationing after the war, and as dealers in America and Europe were building up their war-depleted stocks, Ethiopian coffee could sell in what was mostly a sellers' market in New York. In the meanwhile, the less remunerative Middle Eastern markets were neglected. In particular, the Sudanese market has for the last several years been invaded by coffee from Madagascar, Uganda, Kenya and Belgian Congo, much of which is Robusta, less tasty than the Ethiopian Arabica, but able to compete because of its low price. It will be very costly and perhaps impossible to recapture the Sudanese market. Even if it is possible, the Sudan cannot purchase any appreciable part of today's large Ethiopian production.

The antiquated processing methods in Ethiopia reflect directly on prices. While Ethiopia's climate, topography and soil are second to none for coffee-producing purposes, Ethiopian coffee from the west and southwest, such as the "Jimma usual good quality," is regularly quoted about 25% below that of Colombian coffee on the New York market. (Harar coffee has always been more valuable. At certain times, its price has been nearly as high as that of Colombian and Guatemalan coffee.)

This price difference, far from being a reason for discouragement, is a measure of the progress that can be

(Continued on page 160)



Greetings

TO THE MEMBERS OF THE
NATIONAL COFFEE ASSOCIATION

WITH *You* IN MIND

All America Cables and Radio, Inc., established the first direct telegraph service between the United States and the principal coffee centers of the Americas.

WITH *You* IN MIND

AAC&R maintains more traffic offices in the principal coffee centers of the Americas than all other American telegraph companies combined—in many centers, the only American owned and operated telegraph office.

WITH *You* IN MIND

AC&R System safeguards your messages by using both cable and radio—the only American international telegraph system offering the protection of dual facilities.

— ALWAYS ROUTE YOUR INTERNATIONAL TELEGRAMS —
"Via All America" "Via Commercial" "Via Mackay Radio"
AMERICAN CABLE AND RADIO SYSTEM

JUSTO F. FERNANDEZ

Finca "Las Animas"

Coffee Planter and Exporter

Grower of the Highly Appreciated
Top Quality Coffee



Juarez 35

Phone 22-47

Jalapa, Ver., Mexico

L. A. CHAMPON & COMPANY

Established 1930
COFFEE AGENTS

MADAGASCAR, BRITISH EAST AFRICANS
ANGOLANS AND OTHER AFRICANS

Also

Agents for Vanilla Beans, Spices, Essential Oils

COFFEE DIV.
80 Wall Street

New York 5, N. Y.

Tel: WH 4-4095

TWX: NY-13420

Cable: LACHA

HEAD OFFICE
303 West 42nd St.

New York 36, N. Y.

Tel: PL 7-2380

Ivory Coast coffee and the U.S. market

(Continued from page 154)

prove future shipments to the benefit of all concerned.

With ups and downs due to variable crops and/or, variable moods in the coffee markets of the world, the Ivory Coast is going ahead. In 1940, the Ivory Coast was hardly producing a single bean of coffee. Today, a major part of its economic progress stems from its coffee production.

In the meantime, 1957 made history for the Ivory Coast. It is now part of the autonomous Federation of French West Africa. It has its own government and assembly within the Federation. Dr. Houphouet-Boigny (a member of the French Cabinet on his own right), the Mayor of Ivory Coast, is the president of the Grand Council of French West Africa. This is a revolutionary move indeed. But it is also a definite proof that the Ivory Coast, a progressive country, has taken the lead in the recently emancipated territories of Africa. Thus coffee brought by the French, among other things, has spurred this back country of yesteryears into the light of a promising future.

This is not all. The Ivory Coast looks to the U. S. market. But it looks also to the Common European Market, which is to open gradually in the years to come. Is this to say that Common Market will operate versus the U. S. market? Certainly not. A Common Market in Europe, together with improved quality, will undoubtedly lead to increased production. It may lead also to production at an industrialized stage, soluble coffee, for instance.

All in all, it will mean a higher standard of living for Ivory Coast, better communications with the U. S. market and, very likely, a much wider scope for mutual trade.

This writer sincerely believes that the coffee trade here would be well-advised to watch Ivory Coast.

If they mean business, the Ivory Coast does too.

quality in Angolas

(Continued from page 150)

to Angola coffee if we take, as a basis, the average price for the 1947/1949 crops, which we consider as being 100. On this basis we have the following for 1956:

Angola "Robusta" coffee, 154; Belgian "Robusta" coffee, 147 (Arabicas included); British "Robusta" coffee, 125; French "Robusta" coffee, 81.

Among these Robustas, Angolas were the only ones coming close to the price trend in the total average for the coffee imported by the U. S.: 204. During 1957 so far, quotations again show an improvement for Angola coffee in relation to the other Robustas.

New hot coffee potential?

A new market for hot coffee—but hot—may have been opened by a report, with pictures, in the *New York Times* last month.

The report gave one motorist's solution to a frozen automobile door lock: pour hot coffee on it.

Kona coffee — product of a U. S. paradise

By VERNON D. ALDRICH, C. G. Cambron Co.

Hawaii! The magic of the world stimulates the imagination to pictures of rolling surf, fragrant blossoms, hips that sway to haunting music, graceful hands that soar and dip like lovely birds, coco palms and dazzling sun—the Paradise of the Pacific!

But let's not be fooled by Paradise. She can also produce!

Through her fruitfulness, there lies in Kona, a cradle made for one of her children, *coffee*. Here it flourishes in a fantastic environment. Kona, on Hawaii, the "Big Island" of the Hawaiian group, is a protected coastal area almost unique in its combination of favorable growing conditions for coffee. On the slopes of Mauna Loa, a still active volcano, is an area of porous, well-drained volcanic rock and soil at an altitude from 700 to 2,000 feet. Here, in a belt of land about two miles wide and 40 miles long, has been produced for over 100 years the coffee of Kona.

Presently there are about 6,000 acres of mature coffee trees; there is room for considerable additional expansion. An average annual temperature of 68.9° F. and an average, well-distributed 71.95-inch rainfall combine to produce a high quality coffee. The constant presence of a cloud cover acts as a vigilant protector from the tropic sun and obviates the necessity of mutual protection by the coffee trees themselves or by shade trees.

The growers of Kona, through advanced cultural practices, have secured a phenomenal yield of from 2,000 to 3,000 lbs. per acre yearly, as compared to the 300 to 500 lbs. per acre yield of many Latin American producers.

Despite well advanced cultural practice, processing methods have lagged behind somewhat. However, through the assistance of the University of Hawaii Agricultural Extension Service and the combined efforts of all those concerned in the production of Kona coffee, their ultimate goal is guaranteed—an undisputed top quality coffee.

Coffee is an adopted child of this Paradise. It is believed to be derived from some 30 plants brought in from Brazil in 1834 and is referred to as "Hawaiian Coffee," or "Kanakaka koppe" (Kanakaka means native and "koppe" is the native's phonetic handling of the word, coffee). Coffee was also brought in from Guatemala in the last decade of



the 19th Century. This coffee is referred to as "American Coffee" or "Melican koppe" (you can guess that one). Plantings in the past 40 years have been of the Guatemala strain and experts advise its continued planting wherever possible, for its larger yield and superior quality.

The reasons behind Kona's phenomenal crop yield, besides nature's bounty, are the technical skills of the growers. These include the careful use of fertilizers, the development of radical pruning methods gained by painstaking experimentation, and the use of weedicides. These skills, in addition, have been used to reclaim acreage abandoned during the early part of the century.

The three major fertilizer elements required by coffee trees are nitrogen, phosphorous and potassium. Even though soil conditions may be the same in the higher elevations ("mauka") as in the lower elevations ("makai"), the degree of sunlight efficiency and rainfall varies within those limits. Kona growers have formulated their fertilizer needs accordingly.

To produce an evenly-balanced crop, growers have given extremely careful attention to pruning. Since next year's crop is produced on this year's growing wood, over bearing one year results in a small crop the next. Several years ago, there were a half dozen pruning systems practiced by Kona farmers, but today the majority of farmers use the "multiple vertical" system. In the wet, high elevation areas where heavy rainfall and cloudiness tend to force the coffee trees into vigorous vegetative growth, farmers use the topped system. However, much labor is involved, and high labor costs in Hawaii preclude widespread use of the system.

The multiple vertical system of pruning is developed during the first five or six years of the coffee plant's life. Four to eight verticals are developed on each stump. These are renewed periodically with the result that while the stump may have attained 50 years of age, the actual bearing branches may be only a few years old. Verticals are removed after four or five years; however, all verticals are never removed during the same year. To produce an evenly balanced crop, verticals of different ages must be kept on each stump. The multiple vertical system has many advantages: large fruit, high quality and ease in picking.

Widespread use is made of weedicides. Formerly sodium arsenite was used, but is now forbidden. Oil emulsions are now used. Weed killers free coffee plants from competition for nutrients and eliminate hoeing.

(Continued on page 164)

**Best Wishes to the
National Coffee Association
for a
Successful Convention**

ARAUJO & DIEGUEZ, S/A.

Importacao e Exportacao

P.O. Box 3675 Rio de Janeiro, Brazil

Cable Address: IMEXPIRA

Agents

Carl Borchsenius Co., Inc.

89 Front Street

New York 5, N. Y.

(Pacific Coast)

•

C. E. Bickford & Co.

427 Gravier Street

New Orleans 12, La.

H. L. C. BENDIKS, INC.

NEW YORK

96 Front Street

SAN FRANCISCO

40 California St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

trends in Belgian Congo coffees

(Continued from page 153)

These coffees were typed from Kivu 1 to 8, plus Kivu 9, which is reserved as the "maragotype," an extra large bean. In creating these types, great stress was put on the liquor, color and roast. The liquor goes from Kivu 1 "very fine" to "common" in Kivu 6.

O. P. A. C. has government agriculture experts on the plantations continuously, in order to increase and improve the quality of this very fine coffee.

C. Ociru (*Office Cafe Indigene Ruandi Urundi*). These coffees are planted exclusively by the natives, the Bahatu (Bantu race) who are mainly devoted to agriculture. There are from 5,000 to 6,000 native plantations ranging from one-eighth of an acre up. Each native has from 25 to 100 trees, rarely more. The crop is concentrated in Usumbura, where

Exports of Belgian Congo Coffees

ROBUSTAS	OCIRUS	KIVUS
32,500 tons	24,949 tons up to Nov. 30	Kivu 2 975 tons
WI 3,100 tons	CA 16,560 kgs.	Kivu 3 2,600 tons
HI 3,100 tons	CB 200,700 kgs.	Kivu 4 1,950 tons
W2 7,500 tons	Ociru 1 98,040 kgs.	Kivu 5 325 tons
W2 12,200 tons	Ociru 2 5,824,200 kgs.	Balance 10%: K6, K7, K8
J 3,000 tons	Ociru 3A 12,954,180 kgs.	
L 600 tons	Ociru 3B 1,511,880 kgs.	
triages and inexportables	Ociru 4 497,640 kgs.	
	Ociru 5 752,160 kgs.	
	N.T.	93,240 kgs.

the exporters dry and treat the coffees in parchment, in their very modern and large installations. The two largest installations are Seduca and Indurundi.

This is the only region where the "offices" do not treat the coffees and only test and liquor them to give the necessary certificates of quality.

The types were first created in 1947 and improved in 1955:

Ociru 1. Very fine liquor, mostly sold in Europe.

Ociru 2. Fine liquor, won a good reputation in the U.S.A.

Ociru 3. A good average liquor, well accepted in the U.S.A.

Ociru 3 B. Fair to poor liquor, sold mostly on sample.

In 1956, Congolese coffee exports had progressed substantially—52,037 tons, of which 18,501 tons were shipped to Belgium, against 43,672 tons in 1955, of which 15,875 tons to Belgium, the 1956 exports showed an increase of 70% compared to 1952.

The United States has substantially increased its imports of Belgian Congo Robustas, thus becoming the second most important customer, after Belgium.

During 1957, the increased production in the Congo and Ruanda Urundi resulted from new acreage under culture and the improvement in the methods used on the plantations.

The Belgian Congo's total production for 1957 will be approximately 63,000 tons divided as shown in the accompanying table.

Those of the trade who will be visiting the International Exhibition in Brussels in 1958, will be able to discover the Congo of today and the Congo of tomorrow. They will realize the enormous evolution of a people who have covered in a few scores of years the road which it took others centuries to cover.

Europe: ripe for promotion

By JACQUES LOUIS-DELAMARE, Le Havre
France

The job of the fortune tellers, in our unstable world, is becoming more and more difficult. In the golden age of the coffee trade, a few factors—coffee production and coffee prices—were the simple elements of a serious study of the markets. Now, as far as the coffee future in Europe is concerned, many facts—political, economic and even emotional—must be taken into consideration.

For instance, the Suez crisis, last November, was the signal, in several European countries, for a rush to the grocers shops, altering coffee imports and statistics for several weeks.

In the wise and prudent country of Switzerland, the government itself advised housewives to stockpile essential food stuffs, in case of need.

The result of such a situation has been, in Europe, important imports in November/December, 1956. As you get accustomed to everything—even danger—cupboards were emptied later on, and imports have slowed down during the first months of the present year.

We mention these facts as an example of what we could call unforeseeable and emotional factors.

To have a general view of the situation in Europe, it is necessary to look at the comparative figures for coffee imports into the United States and Europe:

Average, 1935/39, for Europe, 13,510,000 bags; for the U.S.A., 13,900,000.

1946, Europe, 5,569,000; U.S.A., 20,706,000.

1950, Europe, 8,112,000; U.S.A., 18,440,000.

1955, Europe, 11,425,000; U.S.A., 19,642,000.

1956, Europe, 12,234,000; U.S.A., 21,234,000.

While prewar consumption in Europe and in the U.S.A. were almost equivalent, immediately after the war U.S.A. imported almost four times more coffee than Europe, and last year not very far from twice as much.

In other words, coffee consumption on the old Continent has been much more affected by the war than in United States, and the postwar recovery has been much slower.

The principal reasons for such a situation are the difficult financial situation of some of the European countries, the total absence of propaganda in favor of coffee, and the fact

that 30% of the prewar European population are now behind the Iron Curtain.

What can be done to improve the position in Europe? As far as the financial point of view is considered, we must underline the fact that European countries have laid too heavy a burden of custom duties and internal taxes on coffee. Italians, Germans and French have to pay a very heavy tribute on the coffee they drink. In these countries, the coffee pays to the governments from 35% to 50% of its value.

The European Common Market will reduce slightly the import duties in certain countries, but if the European Community is in sight, it is not yet a fact. Anyway, coffee will remain, in most countries, an expensive beverage.

Only one thing can, in our opinion, reduce the reluctance of the consumers: propaganda. Almost nothing has been done in Europe for the promotion of coffee. The postwar generation arrives now at the age of decision: will they be coffee drinkers, or will they give preference to other beverages? Only propaganda can affect their decision. Unfortunately, nothing is being done, with the exception of Belgium and United Kingdom, where some interesting but limited experiences are being tried to gain new friends to coffee.

"If you do not progress in life, you will fall back." The proverb is true for coffee consumption, and we believe, more than ever, that it is a great time for coffee producing countries of America and Africa to enter the International Coffee Organization. The first objective ought to be a wide program of promotion to increase consumption in all countries, and chiefly in Europe.

It would be, in our opinion, a mistake to expect an immediate and substantial increase in coffee consumption in the countries beyond the Iron Curtain. As we have said, 30% of the European population—without taking into account Russia—are now separated from the free world by political and economic barriers. But with the exception of Eastern Germany and Poland, these countries were not, before the war, coffee lovers, and it will be difficult to persuade them that coffee is the perfect beverage of freedom.

As for the trends in the European coffee markets, owing to economic difficulties which are unfortunately the lot of too many countries, the progress of coffee consumption will be relatively slow. An efficient and active propaganda could help coffee consumption substantially on the old Continent,

(Continued on page 175)



LOPEZ & MANGUAL

Established in 1925

COFFEE IMPORTERS

MEMBER OF



Colombians
Maracaibos
Washed Cucutas

133 FRONT STREET

New York

R. Markey & Sons Inc.

Established 1863

95 FRONT STREET
NEW YORK CITY 5

CERTIFIED WEIGHERS
INSPECTORS, SAMPLERS
AND SUPERVISORS

ETABLISSEMENTS

JEAN ABILE-GAL

51 Rue d'Amsterdam, PARIS 8^e

&

ABIDJAN (Ivory Coast)



Exporter of

IVORY COAST ROBUSTA COFFEE

Cable Address: COLONICAF - Paris & Abidjan

coffee problems in Ethiopia

(Continued from page 155)

achieved. This is not a matter of speculation, because an Ethiopian firm operating with modern equipment has already sold coffee from the interior in Hamburg at a price only a half cent below that of Colombian coffee. It has thus practically reached the top, far above Santos 4.

One of the handicaps to be overcome results from the wide variety of coffee bushes which, because of different natural conditions, are growing here. These bushes are intermingled in such a way that even small areas can show several different kinds of beans. Standardization, which is so important for marketing at a fair price, is severely hampered thereby. However, much can be done by picking the coffee in such a way that homogeneity is achieved as far as possible and by having each lot of coffee tasted by experts and classified as to acidity, aroma, body, etc.

There is another problem involved in picking the coffee, which is far more serious here than elsewhere. When a coffee picker reaches a wild-growing coffee tree, he is likely to pick it entirely; that means that he will get ripe, over-ripe and green cherries together. The correct method is to pick the same tree several times, taking only ripe cherries each time. That can, of course, be done much more easily with plantation coffee than with wild coffee, but if intermediary dealers were aware of the importance of the problem, it should be possible to induce the pickers to follow the correct method.

Once a certain quantity of cherries has been picked, it should be carried as fast as possible to a processing station. Depending on weather, the maximum tolerable delay is 24-48 hours.

Several first-class processing stations have been established recently in Ethiopia. Two companies have their own very modern equipment, and the Development Bank of Ethiopia has created a station in Suntu, just north of Jimma, where other dealers can have their coffee treated. It was completed just in time for the 1956/57 processing season and was highly successful, apart from shortcomings that can be ascribed to the novelty of the experience. For instance, on some days more cherries were brought in than could be handled within the correct maximum delay. This and other imperfections can surely be eliminated in time for the next season.

The Ministry of Agriculture with the assistance of the U. S. Operations Mission in Ethiopia has had 40 mobile units in operation during the 1956/57 processing season. One of them produced more than 100 tons of clean coffee, and most of the others will be able to handle similar quantities when their existence and purpose become better known.

The mobile equipment consists of pulpers, work benches and pulper mounts, artificial dryers and sun-drying trays. The depulping is done rapidly by means of a caustic soda solution. The number of such units will be increased, and graduates from the Agricultural Technical School in Jimma are being instructed in their use.

The coffee beans coming out of any of the modern installations are of absolutely first-class quality, but this is not the end of the story. The next step is to make sure that

(Continued on page 166)

England: progress is rapid

By J. W. ASHTON, Secretary
Coffee Publicity Association, Ltd.
London

England, in common with most European countries, looks with envy at the flow of factual and interesting information on coffee available in the U.S.A., which keeps coffee traders there fully posted on every facet of their industry. Here few facts are available, except the monthly figures of coffee imported from Commonwealth and foreign producing countries.

By taking the net retained imports as representing overall consumption, we find that the coffee trade has made considerable progress during the last two years, and has more than doubled itself when compared to what it was before the war.

The average net imports for the 1937/39 period was 308,550 bags. In 1955, it was 518,398, a gain of 68%. In 1956, the level was 726,206, an increase of 135% over the prewar average. For 1957, up to October 31st, the net imports were 647,190 bags; the estimated November/December figure is 129,438 bags, for a 1957 total of 776,628, or 151% more than the prewar average.

2 lbs. per capita

It will be seen that people are now buying more than two pounds of coffee a year per head of population, but this still works out as only a very small cup of coffee each, compared to America.

Another index is the amount of coffee withdrawn from bond each month. As duty has to be paid on this, it is fairly certain it is for use in the home trade. During the first five months, the monthly rate was 70,380 bags, which slowed down to 64,600 bags, then to 56,100 during the summer, and is now rising to 68,000 bags in November. Finally, warehouse stocks: these were at their peak last April, when there were 70,295 bags more than in previous years, but between April and October, this has declined to only 37,417 bags above the normal stock figure.

Two reports state that only limited supplies of good quality coffees are available on the spot, and that the scarcity of desirable firsthand parcels of Arabica types has restricted buying interests. The excess coffee in warehouses is presumably being carried by manufacturers of Instant coffees and coffee essences, who are sharing in the increased volume of trade.

Statistics on advertising throw an interesting light on the endeavor made to increase the sales of the various brand name coffees, including both solubles and liquid coffee essences. The figures given in the July issue of the Statistical Review show that for press advertising alone the trade spent

£443,504 during 1955, and £410,550 during 1956, more than was spent in publicizing tea, and nearly twice what was expended on cocoa and drinking chocolate advertising.

The coffee trade has its own propaganda organization—the Coffee Publicity Association—to which they and the coffee growers in the Commonwealth countries subscribe. It is a growing organization, with activity flowing from the distributor, the wholesaler and the retailer, for they all have a welcome place in our membership, and are fully represented on the council, where their many ideas have borne good fruit, so that we have a full range of publicity and display material.

We have illustrated leaflets for shop counters and schools on better brewing, coffee production from tree to cup, wall charts of producing areas with statistic data on imports, exports and consumption. There is a wide range of showcards and adhesive window posters, window display units and banners; menu cards and paper serviettes for hotels and caterers, with a manual on coffee making in bulk quantities. We produce a standard coffee measure which sells in the millions.

To vary last year's television programs the Coffee Publicity Association decided, with the cooperation of its members, to launch a countrywide window display competition.

The competition had three simple conditions. The display had to be for a fortnight; it must show at least one piece of C.P.A. material; and a photograph was to be sent for the judges to see.

Main trends

Many hundreds of retailers entered, and from them 21 winners were chosen for the cash prizes that were offered. The overall national winner received a fine silver cup, which was presented at the Coffee Federation's Annual Trade Dinner, at which over 400 were present. Many wrote to thank the trade for its invaluable help, and said their coffee sales had doubled as the result of the displays they had shown.

While circulation is necessarily limited by the size of the industry, an increasing number of subscribers enjoy reading the many aspects of coffee which our Coffee Trade News magazine is able to cover. Popular articles are also contributed by American authorities.

Here are some notes of general interest on coffee trends:

1. *Blends.* No noticeable changes have occurred in the past year in the types of coffee used in the average blend. Generally speaking, blenders do not make radical changes except when forced to do so because poor crops, import

restrictions, etc., making one or other of the types normally used are not available.

2. *Raw Coffee.* During the 12 months since November, 1956, the market in raw coffee suffered from the after-effects of the Suez Canal dispute. When the Canal closed, spot stocks were absorbed by heavy buying in anticipation of a shortage. Then, early in 1957, the United Kingdom market was saturated with supplies which arrived via the Cape and were released in large quantities.

Because of the building up of stocks at the start of the crisis, the demand was not sufficient to absorb the available supplies, which had a depressing effect on prices, the impact being felt mainly in fine coffees. The demand for these was unexpectedly low, due to their high cost. Following the disposal of stocks of fine coffees by merchants who could no longer afford to wait, the market took a further sharp drop. This appeared to restore the situation to normality, as prices in November showed a firmer tendency.

The prices of lower priced coffees, such as Robustas, were fairly steady throughout the year, which may have been due to a switch in demand from fine to lower priced coffees.

3. *Trends of consumption of roasted and ground coffee, instant coffee powders and liquid coffee essence.* While statistics given in Coffee Trade News show consumption of raw coffee to have risen by at least 10% compared with 1956, there are no figures available showing how the increase was apportioned among fresh roasted coffee, instant and essences, but it is believed that all have shared in the increased demand. Soluble coffee manufacturers continued to advertise their products on commercial television, which has not only increased their sales, but has also popularized the drinking of coffee in other forms.

4. *Regulations.* There have been no material changes in government regulations, and dollars continue to be made available to U. K. importers for the purchase of coffee from Central American countries, as their cost comes within the retail price range for them to be used over here or for sale to the Continent.

5. *Terminal market in London for Robusta Coffees.* Consideration has been given to the establishment of a terminal

or futures market in London, based on a Robusta contract, and talks are still going on.

6. *Chicory.* Chicory is still used as a filler in certain blends of coffee, but so far as is known, to no greater extent than in previous years.

7. *Marketing and distribution methods.* These have not changed during the past year. The home trade would welcome the shipment of coffee to the U. K. on consignment for sale by auction, since it would be readily available and merchants would know exactly what they were buying. However, so long as growers are able to dispose of their entire crops at source at favorable prices, they will not take the risk of a lower price by shipping on a consignment basis.

8. *Roasting.* Medium roast coffee is still preferred in England. The latest type of roasting and grinding machine, controlled by an electronic "brain," has been installed here, but is not in general use, and it is too early yet to say whether such machines are an economic proposition.

9. *Packaging.* No new methods of packaging have been introduced during the past year.

10. *Personalities.* The London Coffee Trade welcomed at receptions given in their honor the visits of the president of Costa Rica; W. H. Gunson, chairman of the Coffee Board of Kenya; Frederico Garcia Prieto, and the members of the trade mission from El Salvador.

Much publicity for coffee was gained in last January when the tercentenary celebrations were held to mark the opening of Fleet Street's first coffee house, "The Cheshire Cheese," and the publication of the book "Penny Universities," written by Aytoun Ellis, and again in May to commemorate the opening of Fleet Street's second famous coffee house, "The Rainbow." The presence of the Lord Mayor of London, dressed in the costume of three centuries ago and being served coffee by the taverners, made one live once more the time when London was the place where probably more coffee was drunk than anywhere in the world.

Now espresso coffee bars, which appeared overnight in every district of London, are slowly but surely changing the pattern of social life in the younger generation.

**SOCIETE COMMERCIALE ANVERSOISE &
SOCIETE BELGE D'EXTREME-ORIENT REUNIES
S O C O M A B E L**

formerly

SOCIETE COLONIALE ANVERSOISE S. A.

29, Meistraat — Antwerp

founded in 1898

Tel. 33.37.76 (6 l.) & 33.88.14 (4 l.)

Cable: COLONSOISE Antwerp

Teleprinter: 03.258 AN.

Shippers' Selling Agents for:

BELGIAN CONGO COFFEES:

Robusta — Arabica

&

BRAZILIANS

COLOMBIANS

CENTRAL-AMERICANS

DUPUY

STORAGE & FORWARDING CORP.

**GENERAL FORWARDING AGENTS
DRAYAGE
CARGO SUPERVISION**

**WEIGHING
2601 Decatur Street**

**WAREHOUSING
New Orleans, La.**

ROASTING

GRINDING

PACKING

VACUUM PACKING

Coffee Trade Roasters

H. MILLS MOONEY & SON, INC.

20 FULTON STREET, NEW YORK 38, N. Y.

Telephone: WHitehall 4-5138

Canada: per capita gaining

By C. A. M. COOKE, President
Tea and Coffee Association of Canada

Mr. Cooke is associated with the Nabob Foods Division of Kelly, Douglas & Co., Ltd., Vancouver. Primarily a tea man, he has consulted his "coffee friends" in Canada for the information in this article.

In being asked to submit an article on coffee trends in Canada, I might find at least some Canadian readers of COFFEE & TEA INDUSTRIES will raise their eyebrows and say to themselves, why ask for such an article from a man who is primarily interested in tea? Be that as it may, I freely admit that I have co-opted the knowledge of my coffee friends—for as such I like to regard the competitors of tea—in obtaining information and data for this article.

With its predominately Anglo - Saxon background, Canada has been, and still continues to be, primarily a tea drinking nation. At the same time, however, Canada ranks seventh in the world in the matter of per capita coffee consumption.

From the latest figures available, Canadians consume about six and a half pounds of regular coffee per capita per year. Instant coffee, a relative newcomer, is increasing very rapidly, and matches the growth of instant coffee in the United States. Even with instant's rapid growth, there has been little or no effect as yet on regular coffee sales. As to the future between instant and regular coffees, the same problems exist in Canada as must be decided in the United States between both these readily acceptable beverages. There can be no doubt but that instant's greatest hold will be on Canadian youth as they grow up and become householders.

As stated earlier, the latest Canadian per capita consumption is six and a half pounds per year, which of course is a much lower figure than that of the United States. It is of interest that during the past year the Pan-American Coffee Bureau has seen fit to concentrate advertising throughout Canada. This definite sign of confidence by the Pan-American Coffee Bureau in the future of Canadian coffee is most welcome and there can be no doubt that it will aid in increasing consumption of coffee throughout Canada.

In addition, the Canadian government has at last seen fit to take coffee from the list of luxury items. Last March, the government removed the 10% sales tax on green coffee importations, which had been in effect for some time. However, Canadian importers continue to pay a duty of

2¢ per pound on all green coffees imported, except those imported and shipped directly from the British Commonwealth. The removal of the sales tax should have the effect of increasing sales of coffee throughout Canada, as the price at long last is less than \$1.00 per pound retail.

It might be interesting to point out that the coffee industry in Canada is an exceedingly competitive one. Since last March 15th, coffee prices in Canada have declined 21¢ per pound, which is slightly more than the corresponding decreases in coffee in the United States. Oddly enough, in more than one instance, Canadian roasters have taken the lead in inaugurating price declines, before corresponding declines were announced by United States roasters. Whether or not this is a wise move is a matter for conjecture; however, it does point out the extreme competition throughout the coffee industry in Canada today.

Transportation in Canada will always be a problem, due to its vast size. Because of distance and shipping facilities, there has not been the concentration on African coffees in Canada that would be the case normally because of the 2¢-per-pound duty preferential. Should shipping facilities and transit time become more favorable, imports of African coffees should increase, particularly so on the West Coast, where the condition is exceedingly poor.

In the main, Canadians prefer good coffees, a fact easily verified by the statistics of imports. Oddly enough, in the United States it has been generally assumed until recently that good coffees meant vacuum packed coffees. In Canada, however, the greatest majority of coffees—approximately 90%—are packed in paper bags. This habit was formed during the war years, when tinplate was very scarce. After the war, coffees continued to be packed in paper bags, and have never returned to vacuum packed tins.

In checking with coffee men throughout Canada, I have been advised that in earlier years the coffee industry in Canada lagged approximately three years behind that of the United States. This trend has definitely been stopped, and today the coffee industry in Canada can be said to match that of the United States. True, there is a lag in our per capita consumption, but with the heavy immigration, our proximity to the United States, the removal of the sales tax, a bigger awareness in the United States of Canadian industry, and a greater concentration in advertising by the Pan-American Coffee Bureau, there is no question but that per capita consumption in Canada should increase, and that we will keep pace with our American friends.

The increase of Coffee consumption in Canada is believed by some to be partially, anyhow, at the expense of tea, and I must admit has caused this article to be penned in "drops of blood"!



Kona coffee

(Continued from page 157)

resulting in lowered labor costs, less soil erosion on slopes and greater efficiency during rainy seasons.

Insect pests or coffee diseases are of no consequence, and a control is easily maintained.

In Hawaii, where the labor cost of harvesting is expensive (\$3.75 per 100 lbs. of cherry in 1956) four to eight rounds of picking is the usual practice in any one season, with a month's interval between each picking. The number of rounds depends to a large extent on the rainfall pattern and the elevation. In upper areas of Kona, ripening takes place almost the year around; in lower areas, ripening occurs over a period of four months.

Pickers are permitted to harvest three types of berry: (1) green ripe, or mature green, which is mature coffee though not fully ripe, with a yellowish, greenish skin; (2) hard ripe, mature and red color, firm; (3) soft ripe, mature red, dark red, soft.

As in most countries producing mild coffee, the wet method of processing is used. Extreme care is taken that full bags of picked cherry are pulped within 48 hours, preferably within 12 hours, in order to avoid premature decomposition of cherry pulp. The drum type pulper is used, consisting of a drum about a foot and a half to two feet in diameter and revolving at high speed during the pulping process. This drum has a rough surface. As it revolves, the cherry coffee is forced between it and a fixed plate where the berry is squashed and the beans are separated from the pulp. The pulp is then ejected from the pulper. The space between the drum and the plate, through which the pulp is carried out of the machine, is large enough to accommodate the beans; however, grooves are also provided in the plate through which the beans can move, facilitated by the slippery, mucilaginous coating

on the parchment skin. The beans which slip through these grooves are ejected from the machine on the side opposite to the place where the pulp comes out.

Disc pulpers, used intensively in Central and South America, are being introduced to Kona.

The natural fermentation processing is most widely used. This requires about 10 to 14 hours, depending on temperature. However, there is shortage of water in Kona, which presents a problem. In view of this fact, a large new mill has just been completed, using 100% mechanical demucilaging with a machine manufactured in Puerto Rico, where it is used extensively.

Most of the drying done in Kona is by sun. Coffee is put on wooden platforms with movable roofs. If ideal drying conditions prevail, four or five days is sufficient. The rainfall pattern and increased production by the farmers may result in congestion, and make double handling necessary.

Some of the larger mills are now equipped with mechanical dryers, which result in a successful end product, a saving of labor, and help smaller farmers hampered by water shortages or congestion.

At this point, the coffee has been brought to the parchment stage and is ready to be milled in one of the 11 mills in Kona.

All hullers in Kona are locally made and are radically different than those used in other coffee producing countries. From hullers which remove parchment and silver skin, the beans are fed to double drum rotary classifiers, after which they are given a final sizing by means of reciprocating flat screens. To further improve the quality, pneumatic separators have been introduced in some of the mills; one of the larger mills makes use of an electric-eye sorting machine.

Curt Tyler, manager of American Factors, Ltd., Kona, and Y. Baron Goto, director of the Hawaii Agricultural

(Continued on page 166)

Maximo Stahl & Cia. Sucesores

Established 1896

Cable Address "MASTAHL" all Codes

Head Office: GUATEMALA CITY

Branches: COATEPEQUE ESCUINTLA RETALHULEU

General Agents

RETALHULEU COFFEE COMPANY

COFFEE EXPORTERS

GREENE TRADING CO., INC.

Agents for African Shippers

60 Wall St.

New York 5, N. Y.

Cable: ANSERINE

Representing

MITCHELL COTTS & CO. (RED SEA) LTD.

Shippers of Ethiopian Coffees

American Duplex Co.

Grocery & Restaurant Coffee Grinders
Exclusively

815-827 WEST MARKET STREET

LOUISVILLE 2, KENTUCKY

*The better the FLAVOR and AROMA
- the MORE consumed
No coffee can taste better or
have more aroma than freshly,
correctly ground coffee!*

Belgium: the shift to Robustas

By J. DEMOLIN, Secretary General
Office de Cafe
Brussels

The trend of the Belgian market is determined by two principal factors: (1) the high price of coffee; (2) the sizable price disparity between Arabica and Robusta types of Coffee.

We find on the market, the traditional three kinds of blends: (1) brand blends, based on soft Santos; (2) blends based on Santos, with Robustas added; (3) blends based on Robustas, with some Rios and Victorias, selling in negligible quantities.

Pricewise we can distinguish between three price ranges for the principal blends, based on 1956 levels: (1) about 160 francs per kilo, for blends based on Santos, either flavored or acid, and about 140 francs per kilo, for the regular soft blends; (2) about 110-130 francs per kilo, for the blends containing Robustas; (3) about 90 to 120 francs per kilo, for the blends based on Robustas.

The average coffees of the second and third kind, are often sold with premiums or refunds and they encompass a wide quality range which often tends to deteriorate. This price cutting in favor of the consumer is often accompanied by an increase in the distributor's commission.

From the viewpoint of distribution, the quality blends are being distributed regularly and systematically, whereas the coffees which are most subject to price-cutting are distributed less regularly.

It is in order here to remember that the purchasing power of the Belgian worker amounts to only four-tenths of that of his U. S. counterpart.

If the mean yearly income of the American laborer is put at \$2,000, that of the Belgian worker will be near \$800. At this rate he is still one of the highest-paid workers in Europe, coming next after the Swiss worker. The result of this, however, is that coffee prices thoroughly acceptable in U.S. are at least twice too high for the Belgian worker. This explains why the quality blends have become luxuries.

The other element that makes for deterioration of the market is the price disparity that exists between the coffees in the top group and the inferior kind. This disparity

amounted to something like 66% above the mean lower price in 1956. It is still a mystery to the consumer, and to the roaster it provides a field of action in which the price element never ceases to prevail over the quality aspect.

If we may lift the curtain to see what the future has in store for us, we can imagine ourselves in the position of a firm that wishes to get a footing on the market we have just described, and that toward this objective consults with a sales advisor.

It would be the latter's principal task to determine the type of product, meaning the type of blend that would be sold and its competitive price.

In an effort to promote the sale he could also suggest necessary improvements in distribution.

We have also come to the conclusion that the blends in the top group are out of the reach of the masses, and have become luxuries; it would be difficult to achieve immediate results with them.

The sales effort therefore should be concentrated on the types of mixes that are within the purchasing power of the masses, and an appraisal should be made of the competitive conditions prevailing for these coffee types.

As increasing the discounts to distributors and excessive price-cutting are poor ways to start out for a new firm, the problem is one of seeking a sound solution in an unsound climate.

The experience of the neighboring countries, especially France, shows that the consumers' market is perfectly able to adjust itself to the flavor of Robusta coffee and that then its demand for superior qualities dies down.

It would therefore make good sense to select for this campaign a blend based on Robusta. France, to quote her as an example once more, has a greater experience with blends, and is in position to make valuable suggestions.

The use of Robusta as basic coffee makes it possible to figure with a selling price to the consumer within the range of 90 to 120 francs per kilo, and besides it would even be possible to experiment with two or three different mixes at distinctly different prices.

Since the promotion of such a line has never been undertaken in an efficient manner, a primary recommendation undoubtedly would be to the effect of including in the selling price a substantial introductory margin of profit that would permit resorting to the conventional means of launching and of publicity. We can foresee now



that this new blend, in the way it will be presented, will assume the role of an item having social aspects, which might prove a powerful sales argument.

Launching a mass product finally calls for the setting up of a distributing organization that operates at a faster pace and is more aggressive than the organization now existing.

As for the possibilities of the market for a product based on Robusta, it will suffice to remember that in 1955, Belgium's imports amounted to roughly 244,000 bags of Robusta, equivalent to 31% of the total imports, and that in 1956, the imports of this coffee attained 333,000 bags, representing 32.7% of the total.

About one third of the Belgian market therefore would be receptive with a chance of extending this ratio to 50%, and this within the brief period of two or three years.

The outlook for this undertaking would therefore be bright.

Thus, by visualizing the problem of a mass product attuned to the taste and to economic possibilities of the market, we may have hit upon a problem of general importance.

What can a market like ours think of resolutions such as made in Mexico City, which aim to maintain higher prices than it can afford, and which at the same time dash the hopes it had been harboring for a general decline in prices? It seems that under such circumstances the processing industry is compelled to look for a product that is more profitable than what Latin America is trying to force upon it. For this purpose, the industry has a source of supply in Africa that might very well replace the old sources, even in those cases where unremitting stress is placed on quality.

Perhaps production ought to take, from time to time, the temperature of the mass consumers?

Yours for the Asking

Helpful literature on various aspects of coffee, available for the asking, are listed on Page 190.

coffee problems in Ethiopia

(Continued from page 160)

they are packed in the right kind of bags, kept away from odorous objects and protected from adulteration.

This leads up to the crucially important question of quality control at the points of shipment. There must be an institution with an absolute power to discard any substandard coffee that comes within its field of competence, impose fines if necessary and exclude heavy offenders. A coffee board of this kind should be able to issue an absolute guarantee for the quality of the coffee of its members. The reward in terms of profits for those who pass the test is very high. The Coffee Board is being established.

All the above points are recognized by the government, and this was underlined by the visit of a mission to America during this past year to ascertain the situation at first hand. As a result the government is taking steps to remedy the situation by adequate measures, and radical and constructive changes as to processing and market control of coffee can be foreseen in the near future.

Kona coffee

(Continued from page 164)

Extension Service, both representing the Hawaiian coffee industry, have recently returned from a six week tour of the Latin American coffee producing countries. The trip was arranged by the U. S. government with the cooperation of various Latin American governments.

Mr. Tyler and Mr. Goto wanted additional knowledge of cultural ideas and practices which would be helpful to Kona. Since the cost of producing coffee in Kona is the highest in the world, they felt it important to observe any worthwhile practice which could be applied to Hawaiian coffee to reduce costs of production—but always with the idea of quality foremost and the firm hope of a job well done! Aloha!

CAPT. COOK COFFEE CO.

CAPTAIN COOK

HAWAII

GROWERS & EXPORTERS OF GREEN

KONA COFFEE

San Francisco Agents
HIND ROLPH & CO.
230 California St.
San Francisco

Manila Agents
CONNELL BROS. COMPANY
Wilson Building
Manila, P. I.

"ECOMAR"

EMPRESA COMERCIAL DO ULTRAMAR, LTD.

LEADING EXPORTERS OF
ANGOLA COFFEES

(they are sweet and they will bring
down the cost of your blends)

LISBON Ass'ctd
João Ildefonso Bordallo
R.de S.Julião. 62-2°

Head Office: LUANDA
ECOMAR LTD., P. O. BOX 754
ANGOLA

Cable Address: JODALLO (Portuguese West Africa)

CHAS. V. DORSA

REPRESENTING EXPORTERS IN
SANTOS, BRAZIL
RIO DE JANEIRO, BRAZIL
VICTORIA, BRAZIL
SAN PEDRO SULA, HONDURAS
HAYANA, CUBA

FELIX J. VACCARO & CO.

MILDS COFFEE BRAZILS

425 GRAYIER STREET
NEW ORLEANS 12, LA.

ELOISE W. VACCARO

CABLE ADDRESS:
"FELVAC"

MEMBER
N.O. BOARD OF TRADE LTD.
N.O. GREEN COFFEE ASS'N.
NATIONAL COFFEE ASS'N.
PHONE MAGNOLIA 3688
TELETYPE N.O. 83

Switzerland: consumption is steady

By JULES BRAUNSCHWEIG, Braunschweig & Co.
Basle
Switzerland

It would be interesting to report simultaneously on the present position of the coffee industry in Switzerland and on the structure of the whole food trade.

The yearly volume of the Swiss food trade is estimated at 3,000 million Swiss francs (approximately U. S. \$700,000,000). About 200 million Swiss francs (nearly \$50,000,000) are included in this amount for the sale of coffee.

Although the population in Switzerland has risen from 4,000,000 to 5,000,000 during the last 20 years, the numbers of food retail businesses still remains the same.

Two-thirds of the volume is effected through the 16,



000 independent shops and wholesalers direct to the housewives or to restaurants, boarding houses and institutions like hospitals, while the remaining one-third is sold by the 4,000 stores of the different cooperative societies.

The sale of roasted coffee, regular or in extract form, goes chiefly through the same channels.

Although about 20 years ago instant coffee was still unknown in this country, its consumption increases from year to year. We believe that the contribution of the sale of coffee extract to the total coffee consumption comes to nearly 20%.

Finally, may we point out that the coffee consumption of the Swiss people has remained fairly steady for 20 years. On an average, each inhabitant drinks three kilograms of roasted coffee in the regular or extract form.

A rise in coffee consumption in consequence of the introduction of soluble coffee cannot, as yet, be ascertained in Switzerland.

Australia: coffee in transition

By H. H. LESCHEN, Chairman
Australian Tea & Coffee Traders' Association

It may be stated the demand for coffee in this country is passing through a period of transition.

Australia always had, and still has, a relatively low per capita consumption. But with the arrival since the war of so many people of European origin who have brought with them their own coffee habit, they have created in our cities and towns a widespread increased demand for and interest in coffee.

A very few years ago, most of the retail consumer trade was for milled and, to a lesser extent, whole roasted coffee, both loose and prepacked. Today, however, that trade has become seriously affected by cup serving establishments and, in the home, the easier to prepare, soluble coffee.

Coffee lounges, Espresso bars and such like have become

well established in great numbers, and are popular with the majority of youth as well as with some older folk.

Consumption appears to have increased considerably, but even now barely reaches 1½ pounds per capita annually.

It will be interesting to follow statistics during the next few years and see whether this increase in coffee consumption will be sustained in what may be termed a tea drinking country.

Tea appears to have lost ground slightly, but this is purely on a per capita basis and could be misleading, as so many of our "new citizens" have not yet acquired the taste for tea, which is about one quarter the cost of cheap coffees.

**FAST
SERVICE
ASSURED!**



Week after week, throughout the year, Grace Line's fleet of swift, dependable "Santa" ships serves the coffee trade. With schedules and itineraries geared to the needs of the trade, Grace Line keeps a constant supply of high-grade green coffees moving to North America from the coffee ports of Mexico, Central America and South America. For quality handling of quality coffees, remember to specify, "Ship Via Grace Line."

●
Greetings to N. C. A.

*To our many friends in the
National Coffee Association.*

*Grace Line extends every good
wish for a successful convention.*

●

**Weekly American Flag Service from
COLOMBIA • VENEZUELA • ECUADOR
and
West Coast of MEXICO and CENTRAL AMERICA**

**to
NEW YORK • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO
BALTIMORE • SEATTLE • VANCOUVER, B. C.**

GRACE LINE

3 Hanover Square, New York 4, N. Y. *Agents and Offices in All Principal Cities*

COFFEE & TEA INDUSTRIES and The Flavor Field

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Carib-
bean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-W'n—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran
Colombiana, Ltda.
Gulf—Gulf & South American Steamship
Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—Java-Pacific Line
Lamp-Ho—Lampart & Holt Line, Ltd.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
PTL—Pacific Transport Lines, Inc.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
Royal Inter—Royal Inter-ocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Mt—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
-------	------	------	-----

ABIDJAN

1/20	Del Monte	Delta	N02/5
2/1	Bakala	Bl-Dia	NY2/15
2/8	Del Sol	Delta	N02/26
3/1	Irima	Bl-Dia	NY3/15
3/7	Del Valle	Delta	N03/24
3/28	Del Campo	Delta	N04/14

ACAJUTLA

2/9	Choluteca	UFruit	Cr-2/15 NY2/23
-----	-----------	--------	----------------

AMAPALA

2/11	Choluteca	UFruit	Cr-2/15 NY2/23
------	-----------	--------	----------------

BARRANQUILLA

1/12	Beate Bolten	Granco	Ho1/27 N01/31
1/16	Byfjord	UFruit	NY1/26
1/17	Agnete Torm	Granco	NY1/27
1/22	Christiane	UFruit	NY2/2
1/29	Flottbek	Granco	NY2/8
1/29	Santa Fe	Grace	LA2/22 SF2/24 PS3/2
1/30	Candida	UFruit	NY2/10
2/5	Catherine Sartori	UFruit	NY2/16
2/12	Byfjord	UFruit	NY2/23

BARRIOS

1/11	Falkental	Granco	Ho1/17 N01/21
1/11	Elsie Winck	UFruit	NY1/17
1/13	Hans P. Carl	UFruit	Ho1/18 N01/20

SAILS	SHIP	LINE	DUE
-------	------	------	-----

1/18	Leon	UFruit	Ho1/23 N01/25
1/18	Beate Bolten	Granco	Ho1/27 N01/31
1/19	Marna	UFruit	NY1/26
1/20	Flottbek	Granco	NY2/8
1/25	Lempa	UFruit	Ho1/30 N02/1
1/26	Lovland	UFruit	NY2/2
2/1	A steamer	UFruit	Ho2/6 N02/8
2/3	Copan	UFruit	NY2/10
2/8	Leon	UFruit	Ho2/13 N02/15
2/8	Elsie Winck	UFruit	NY2/14
2/15	Lempa	UFruit	Ho2/20 N02/22
2/16	Marna	UFruit	NY2/23

BUENAVENTURA

1/14	Santa Luisa	Grace	NY1/21
1/15	Julia Luckenbach	Gulf	Ho1/23 N01/26
1/16	Cali	Granco	Pa1/24 Ba1/25 NY1/26
1/16	Popayan	Granco	Ho1/22 N01/25
1/19	Santa Eliana	Grace	LA1/28 SF1/30 PS2/5
1/25	Santa Marta	Granco	Ho2/4 N02/8
1/25	Banker	Gulf	Ho2/2 N02/5
2/2	Santa Fe	Grace	LA2/22 SF2/24 PS3/2

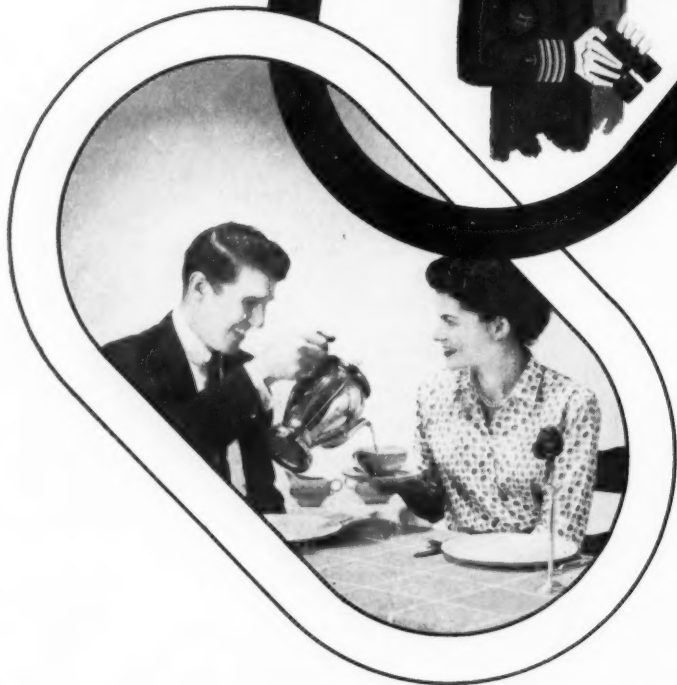
CARTAGENA

1/13	Beate Bolten	Granco	Ho1/27 N01/31
1/14	Agnete Torm	Granco	NY1/27
1/26	Flottbek	Granco	NY2/8

CORINTO

1/24	Managua	Mam	NY2/2
1/28	El Salvador	Mam	Ho2/7 N02/9

the
all-important
link...



Delta Line's modern coffee fleet, equipped with the newest, most efficient methods and machines for cargo handling, is an important link in the chain movement of rich, delicious coffee from great plantations to the U.S.A. More than 38 years of experience goes into the never-ending movement of coffee to our breakfast tables—and Delta Line is proud of the part it plays in the movement of American products to the great world markets . . . a two-way trade of great importance!

Delta Line
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

New York • Chicago • St. Louis • Washington

SAILS	SHIP	LINE	DUE
-------	------	------	-----

CORTES

1/14	Hans P. Carl	UFruit	Ho1/18 N01/20
1/14	Marna	UFruit	NY1/26
1/19	Leon	UFruit	Ho1/23 N01/25
1/21	Lovland	UFruit	NY2/2
1/26	Lempa	UFruit	NY2/10
1/29	Copan	UFruit	Ho2/6 N02/8
2/2	A steamer	UFruit	NY2/14
2/3	Elsie Winck	UFruit	Ho2/13 N02/15
2/9	Leon	UFruit	Ho1/30 N02/1
2/11	Marna	UFruit	NY2/23
2/16	Lempa	UFruit	Ho2/20 N02/22

CRISTOBAL

2/3	Lily Nielsen	UFruit	Ho2/9 N02/12
2/16	Choluteca	UFruit	NY2/23

DAR es SALAAM

1/17	Afr Dawn	Farrell	NY2/15
3/2	Afr Rainbow	Farrell	NY3/30
3/18	Afr Planet	Farrell	NY4/16

GUAYAQUIL

1/12	Popayan	Granco	Ho1/22 N01/25
1/14	Cali	Granco	Pa1/24 Ba1/25 NY1/26
1/22	Santa Marta	Granco	Ho2/4 N02/8

LA GUAIRA

1/20	Rio de La Plata	Arg-State	NY1/25
2/3	Rio Jachal	Arg-State	NY2/8

LA LIBERTAD

1/20	Managua	Mam	NY2/2
1/24	El Salvador	Mam	Ho2/7 N02/9
1/28	Lily Nielsen	UFruit	Cr2/2 Ho2/9 N02/12
2/8	Choluteca	UFruit	Cr2/15 NY2/23

LA UNION

1/22	Managua	Mam	NY2/2
1/26	El Salvador	Mam	Ho2/7 N02/9
1/30	Lily Nielsen	UFruit	Cr2/2 Ho2/9 N02/12
2/6	Choluteca	UFruit	Cr2/15 NY2/23

LIMON

1/10	Cubahama	UFruit	N01/15
1/11	Agnete Torm	Granco	NY1/27
1/11	Catherine Sartori	UFruit	NY1/19
1/15	Beate Bolten	Granco	Ho1/27 N01/31
1/19	Byfjord	UFruit	NY1/26
1/23	Flottbek	Granco	NY2/8
1/24	Cubahama	UFruit	N01/29
1/26	Christiane	UFruit	NY2/2
2/2	Candida	UFruit	NY2/10
2/7	Cubahama	UFruit	NY2/12
2/8	Catherine Sartori	UFruit	NY2/16
2/15	Byfjord	UFruit	NY2/23
2/21	Cubahama	UFruit	N02/26

LOBITO

1/16	Afr Patriot	Farrell	NY2/15
2/2	Afr Glen	Farrell	NY2/28

LUANDA

1/10	Del Monte	Delta	N02/5
1/12	Afr Patriot	Farrell	NY2/15
1/28	Del Sol	Delta	N02/26
1/29	Afr Glen	Farrell	NY2/28
2/22	Del Valle	Delta	N03/24
3/15	Del Campo	Delta	N04/14

MATADI

1/10	Lufira	B-Afr	NY1/26
1/11	Afr Grove	Farrell	NY2/4

JANUARY, 1958

SAILS	SHIP	LINE	DUE
-------	------	------	-----

1/26	Del Sol	Delta	NY2/26
2/4	Afr Glen	Farrell	NY2/28
2/19	Del Valle	Delta	N03/24
3/12	Del Campo	Delta	N04/14

MOMBASA

2/20	Afr Rainbow	Farrell	NY3/30
3/8	Afr Planet	Farrell	NY4/16

PARANAGUA

1/11	Del Aires	Delta	N02/1 Ho2/6
1/11	Mormacowi	Mormac	Nf1/30 Ba1/31 Pa2/2 NY2/3 Bo2/6 Ha2/8
1/12	Ecuador	Lloyd	NY2/2
1/17	Ilheos	Brodin	Ba2/6 NY2/8 Pa2/11 Bo2/13 StJo2/14
1/18	Del Mundo	Delta	N02/9 Ho2/14
1/19	Mormacteal	Mormac	Jx2/5 NY2/9 Bo2/12 Pa2/14 Ba2/16 Nf2/17
1/20	Rosita	SCross	NY2/29 Bo2/12 Pa2/14 Ba2/15 Nf2/16
1/20	Nordglimt	Nopal	N02/5 Ho2/8
1/20	Montevideo	Stockard	NY2/9 Bo2/13 Pa2/15 Ba2/17
1/21	America	Lloyd	N02/10 Ho2/15
1/22	Colombia	Lloyd	NY2/13
1/22	Mormacport	Mormac	NY1/30 Bo2/2 Pa2/4 Ba2/6
1/23	Mormacdawn	Mormac	LA2/25 SF2/27 Va3/3 Se3/11 Po3/14
1/29	Mormactide	Mormac	Ba216 Pa2/18 NY2/19 Bo2/22 Ha2/24
1/31	Rio de Janeiro	Stockard	NY2/20 Bo2/23 Pa2/25 Ba2/27
2/1	Del Rio	Delta	N02/23 Ho3/3
2/2	Canada	Delta	NY2/23
2/4	Mormacyork	Mormac	Jx2/24 NY2/28 Bo3/3 Pa3/5 Ba3/6 Nf3/7
2/7	Mormacmar	Mormac	LA3/11 SF3/13 Va3/17 Se3/24 Po3/27
2/11	Mormacswan	Mormac	NY3/4 Bo3/7 Pa3/9 Ba3/11 Nf3/13
2/11	Bahia	SCross	NY3/3 Bo3/7 Pa3/9 Ba3/10 Nf3/11
2/15	Del Santos	Delta	N03/9 Ho3/14
2/17	Mormactern	Mormac	NY3/9 Bo3/13 Pa3/15 Ba3/17
2/19	Mormacland	Mormac	LA3/25 SF3/27 Va3/31 Se4/8 Po4/10
2/20	Buenos Aires	Stockard	NY3/12 Bo3/15 Pa3/18 Ba3/21

PUNTARENUS

1/25	Lily Nielsen	UFruit	Cr2/2 Ho2/9 N02/12
2/2	Choluteca	UFruit	Cr2/15 NY2/23

RIO de JANEIRO

1/11	Paranagua	Brodin	Ba1/26 NY1/28 Pa1/30 Bo2/1 StJo2/2
1/11	Rio de La Plata	Arg-State	NY1/25
1/15	Del Aires	Delta	N02/1 Ho2/6
1/17	Ecuador	Lloyd	NY2/2
1/21	Mormacdawn	Mormac	LA2/25 SF2/27 Va3/3 Se3/11 Po3/14
1/22	Ilheos	Brodin	Ba2/6 NY2/8 Pa2/11 Bo2/13 StJo2/14
1/23	Mormacteal	Mormac	Jx2/5 NY2/9 Bo2/12 Pa2/14 Ba2/16 Nf2/17
1/23	Nordglimt	Nopal	N02/5 Ho2/8
1/23	Rosita	SCross	NY2/9 Bo2/12 Pa2/14 Ba2/15 Nf2/16
1/23	Del Mundo	Delta	N02/9 Ho2/14
1/24	Montevideo	Stockard	NY2/9 Bo2/13 Pa2/15 Ba2/17
1/25	Rio Jachal	Arg-State	NY2/8
1/26	America	Lloyd	N02/10 Ho2/15
1/27	Colombia	Lloyd	NY2/13
1/29	Argentina	Mormac	NY2/10
1/30	Del Mar	Delta	N02/12 Ho2/17
2/4	Rio de Janeiro	Stockard	NY2/20 Bo2/23 Pa2/25 Ba2/27
2/5	Mormacmar	Mormac	LA3/11 SF3/13 Va3/17 Se3/24 Po3/27
2/6	Del Rio	Delta	N02/23 Ho2/28
2/7	Canada	Lloyd	NY2/23
2/9	Mormacyork	Mormac	Jx2/24 NY2/28 Bo3/3 Pa3/5 Ba3/6 Nf3/7
2/13	Del Norte	Delta	N02/26 Ho3/3
2/14	Bahia	SCross	NY3/3 Bo3/7 Pa3/9 Ba3/10 Nf3/11
2/17	Mormacland	Mormac	LA3/25 SF3/27 Va3/31 Se4/8 Po4/10
2/20	Del Santos	Delta	N03/9 Ho3/14
2/24	Buenos Aires	Stockard	NY3/12 Bo3/15 Pa3/18 Ba3/21
2/27	Del Sud	Delta	N03/12 Ho3/17

SANTOS

1/10	Rio de La Plata	Arg-State	NY1/25
1/11	Mormacsea	Mormac	NY1/27 Bo1/20 Pa2/1 Ba2/3
1/14	Del Aires	Delta	N02/1 Ho2/6
1/15	Mormacowi	Mormac	Nf1/30 Ba1/31 Pa2/2 NY2/3 Bo2/6 Ha2/8
1/16	Ecuador	Lloyd	NY2/2
1/21	Ilheos	Brodin	Ba2/6 NY2/8 Pa2/11 Bo2/13 StJo2/14
1/22	Mormacteal	Mormac	Jx2/5 NY2/9 Bo2/12 Pa2/14 Ba2/16 Nf2/17
1/22	Rosita	SCross	NY2/9 Bo2/12 Pa2/14 Ba2/15 Nf2/16
1/22	Del Mundo	Delta	N02/9 Ho2/14
1/22	Montevideo	Stockard	NY2/9 Bo2/13 Pa2/15 Ba2/17



Let us carry that for you

More than forty years' experience in handling coffee.

Regular sailings from the ports of BRASIL to U.S. EAST and WEST COAST ports via American Republics and Pacific Republics Lines; and from the ports of SOUTH and EAST AFRICA and INDIAN OCEAN ISLANDS to U.S. EAST COAST ports via Robin Line.

American Flag Ships . . . fast, frequent and most dependable service.



MOORE-McCORMACK
Lines
 Five Broadway New York 4, N. Y.

COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS	SHIP	LINE	DUE
1/22	Nordglint	Nopal	N02/5 Ho2/8
1/22	Mormactei	Mormac	Jx2/5 NY2/9 Bo2/12 Pa2/14 Ba2/16 Nf2/17
1/24	Rio Jachal	Arg-State	NY2/8
1/25	Mormacport	Mormac	NY1/30 Bo2/2 Pa2/4 Ba2/6
1/25	America	Lloyd	N02/10 Ho2/15
1/26	Colombia	Lloyd	NY2/13
1/27	Argentina	Mormac	NY2/10
1/29	Mormacdawn	Mormac	LA2/25 SF2/27 Va3/3 Se3/11 Po3/14
1/29	Del Mar	Delta	N02/12 Ho2/17
2/1	Mormactide	Mormac	Ba2/16 Pa2/18 NY2/19 Bo2/22 Ha2/24
2/2	Rio de Janeiro	Stockard	NY2/20 Bo2/23 Pa2/25 Ba2/27
2/5	Del Rio	Delta	N02/23 Ho2/28
2/6	Canada	Lloyd	NY2/23
2/8	Mormacyork	Mormac	Jx2/24 NY2/28 Bo3/3 Pa3/5 Ba3/6 Nf3/7
2/12	Del Norte	Delta	N02/26 Ho3/3
2/13	Bahia	SCross	NY3/3 Bo3/7 Pa3/9 Ba3/10 Nf3/11
2/13	Mormacmar	Mormac	LA3/11 SF3/13 Va3/17 Se3/24 Po3/27
2/15	Mormacsan	Mormac	NY3/4 Bo3/7 Pa3/9 Ba3/11 Nf3/14
2/19	Del Santos	Delta	N03/9 Ho3/14
2/21	Mormactern	Mormac	NY3/9 Bo3/13 Pa3/15 Ba3/17
2/22	Buenos Aires	Stockard	NY3/12 Bo3/15 Pa3/18 Ba3/21
2/26	Mormacland	Mormac	LA3/25 SF3/27 Va3/31 Se4/8 Po4/10
2/26	Del Sud	Delta	N03/12 Ho3/17

TANGA

1/12	Afr Dawn	Farrell	NY2/15
2/25	Afr Rainbow	Farrell	NY3/10
3/13	Afr Planet	Farrell	NY4/16

VICTORIA

1/17	Del Aires	Delta	N02/1 Ho2/6
1/25	Del Mundo	Delta	N02/9 Ho2/14
1/27	America	Lloyd	N02/10 Ho2/15
2/8	Del Rio	Delta	N02/23 Ho2/28
2/22	Del Santos	Delta	N03/9 Ho3/14

TEA BERTHS

CALCUTTA

1/10—Exchange	Am-Exp	Bo2/13	NY2/15
1/22 City of Carlisle	Norton	Bo2/26	NY2/27 Pa3/2 Nf3/4 Ba3/5
1/23 Excelsior	Am-Exp	Bo2/26	NY2/28
2/8 Steel Surveyor	Isthmian	N03/17	
2/10 Exemplar	Am-Exp	Bo3/17	NY3/19
2/19 Exchequer	Am-Exp	Bo3/27	NY3/29
3/8 Steel Recorder	Isthmian	N04/15	

COCHIN

1/15 Steel Scientist	Isthmian	Bo2/7	NY2/8
1/20 Exchange	Am-Exp	Bo2/13	NY2/15
1/30 Excelsior	Am-Exp	Bo2/26	NY2/28
1/30 Steel Flyer	Isthmian	Bo2/23	NY2/24
2/18 Steel Fabricator	Isthmian	Bo3/14	NY3/15
2/20 Exemplar	Am-Exp	Bo3/17	NY3/19
2/27 Exchequer	Am-Exp	Bo3/27	NY3/29
3/1 Steel Architect	Isthmian	Bo3/24	NY3/25

COLOMBO

1/13 Steel Traveler	Isthmian	N02/15	
1/13 Steel Scientist	Isthmian	Bo2/7	NY2/8
1/13 Manaar	Cunard	Bo2/12	NY2/14 Pa2/17 Nf2/19 Ba2/21
1/13 Maskeliya	Cunard	Sa2/12	N02/17 Ho2/21 Ga2/23
1/16 Exchange	Am-Exp	Bo2/13	NY2/15
1/19 Silvercrest	JavPac	LA3/5	SF3/9 Po3/15 Se3/19 Va3/23
1/20 Anna	Maersk	NY2/19	Ha3/5
1/28 Steel Flyer	Isthmian	Bo2/23	NY2/24
1/28 Excelsior	Am-Exp	Bo2/26	NY2/28
2/8 Hulda	Maersk	NY3/9	Ha3/20
2/13 Steel Surveyor	Isthmian	N03/17	
2/16 Exemplar	Am-Exp	Bo3/17	NY3/19
2/16 Steel Fabricator	Isthmian	Bo3/14	NY3/15
2/20 Peter	Maersk	NY3/21	Ha4/5
2/25 Exchequer	Am-Exp	Bo3/27	NY3/29
2/27 Steel Architect	Isthmian	Bo3/24	NY3/25

SAILS	SHIP	LINE	DUE
3/7	Lica	Maersk	NY4/1 M4/20
3/13	Steel Recorder	Isthmian	N04/15
3/20	Olga	Maersk	NY4/19 M15/5
4/7	Luna	Maersk	NY5/2 M15/18

DJAKARTA

1/17 Steel Fabricator	Isthmian	Bo3/14	NY3/15
1/20 Hulda	Maersk	NY3/9	Ha3/20
1/28 Peter	Maersk	NY3/21	Ha4/5
1/30 Steel Architect	Isthmian	Bo3/24	NY3/25
2/17 Lica	Maersk	NY4/1	M14/20
3/18 Luna	Maersk	NY5/2	M15/18

DJIBOUTI

1/10 Steel Director	Isthmian	Bo1/28	NY1/29
1/20 Steel Scientist	Isthmian	Bo2/7	NY2/8
2/4 Steel Flyer	Isthmian	Bo2/23	NY2/24
2/7 Excelsior	Am-Exp	Bo2/26	NY2/28
2/23 Steel Fabricator	Isthmian	Bo3/14	NY3/15
3/6 Steel Architect	Isthmian	Bo3/24	NY3/25
3/8 Exchequer	Am-Exp	Bo3/27	NY3/29

HONG KONG

1/18 Maren	Maersk	LA2/12	NY2/26
1/20 Tancred	Barb-Wn	SF2/11	LA2/13 NY2/28
2/3 Rita	Maersk	SF2/25	NY3/10
2/5 Queensville	Barb-Wn	SF2/27	LA3/1 NY3/16
2/18 Troubadour	Barb-Wn	SF3/12	LA3/14 NY3/29
2/18 Effie	Maersk	LA3/11	NY3/25
3/3 Chastine	Maersk	SF3/26	NY4/10
3/5 Fernbank	Barb-Wn	SF3/27	LA3/29 NY4/13
3/18 Nicoline	Maersk	LA4/12	NY4/27
4/3 Johannes	Maersk	SF4/26	NY5/12

KOBE

1/10 Toreador	Barb-Wn	SF1/27	LA1/29 NY2/13
1/24 Maren	Maersk	LA2/12	NY2/26
1/25 Tancred	Barb-Wn	SF2/11	LA2/13 NY2/28
2/9 Rita	Maersk	SF2/25	NY3/10
2/10 Queensville	Barb-Wn	SF2/27	LA3/1 NY3/16
2/22 Effie	Maersk	LA3/11	NY3/25
2/23 Troubadour	Barb-Wn	SF3/12	LA3/14 NY3/29
3/9 Chastine	Maersk	SF3/26	NY4/10
3/10 Fernbank	Barb-Wn	SF3/27	LA3/29 NY4/13
3/25 Nicoline	Maersk	LA4/12	NY4/27
4/9 Johannes	Maersk	SF4/26	NY5/12

SHIMIZU

1/11 Susan	Maersk	SF1/25	NY2/10
1/13 Toreador	Barb-Wn	SF1/27	LA1/29 NY2/13
1/26 Maren	Maersk	LA2/12	NY2/26
1/28 Tancred	Barb-Wn	SF2/11	LA2/13 NY2/28
2/11 Rita	Maersk	SF2/25	NY3/10
2/13 Queensville	Barb-Wn	SF2/27	LA3/1 NY3/16
2/24 Effie	Maersk	LA3/11	NY3/25
2/26 Troubadour	Barb-Wn	SF3/12	LA3/14 NY3/29
3/11 Chastine	Maersk	SF3/26	NY4/10
3/13 Fernbank	Barb-Wn	SF3/27	LA3/29 NY4/13
3/27 Nicoline	Maersk	LA4/12	NY4/27
4/11 Johannes	Maersk	SF4/26	NY5/12

YOKOHAMA

1/15 Toreador	Barb-Wn	SF1/27	LA1/29 NY2/13
1/15 Susan	Maersk	SF1/25	NY2/10
1/30 Tancred	Barb-Wn	SF2/11	LA2/13 NY2/28
1/31 Maren	Maersk	LA2/12	NY2/26
2/15 Rita	Maersk	SF2/5	NY3/10
2/15 Queensville	Barb-Wn	SF2/27	LA3/1 NY3/16
2/28 Troubadour	Barb-Wn	SF3/12	LA3/14 NY3/29
2/28 Effie	Maersk	LA3/11	NY3/25
3/15 Fernbank	Barb-Wn	SF3/27	LA3/29 NY4/13
3/15 Chastine	Maersk	SF3/26	NY4/10
3/31 Nicoline	Maersk	LA4/12	NY4/27
4/15 Johannes	Maersk	SF4/26	NY5/12

* Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C.Z.



The motorship "Manuel Mejia," now part of Grancolombiana's fleet.

New ship, "Manuel Mejia", dedicated in New York by Grancolombiana

The Flota Mercante Grancolombiana formally added a new vessel to its fleet last month, with the dedication and blessing of the 8,000 ton motorship "Manuel Mejia."

The ceremonies honored Manuel Mejia, president of the National Federation of Coffee Growers of Colombia, a co-founder of Grancolombiana and Ambassador-designate from Colombia to Brazil.

Mr. Mejia is a leader in the world coffee industry, and as head of the Colombian coffee growers for the past 20 years has been instrumental in the continuing growth of the Colombian coffee industry.

The flag-bedecked ship received the traditional harbor

welcome as it passed the Statue of Liberty on its first entry into the Port of New York.

The ship was christened at Pier 15, East River, by Mrs. Mercedes Mejia de Velez, daughter of Mr. Mejia.

Immediately after the christening, the Most Reverend James H. Griffiths, S.T.D., Auxiliary Bishop of the Archdiocese of New York, blessed the ship.

The ceremonies were attended by Mr. Mejia; Dr. Alvaro Diaz, president of Flota Mercante Grancolombiana; government and United Nations representatives from Colombia and Ecuador; representatives of the Port of New York Authority; representatives of the New York Department of Marine and Aviation; New York bankers; industrialists; and members of coffee trade associations.

The christening ceremonies were the first of a series of events honoring Mr. Mejia.

He was also feted at a luncheon hosted by the Colombian-American Chamber of Commerce, National Coffee Association, New York City Green Coffee Association, New York Board of Trade, Port of New York Authority, members of the banking field and the New York Coffee and Sugar Exchange.

Following the ship dedication ceremonies, the "Manuel Mejia" made the second leg of its maiden voyage to Colombian and Ecuadorian ports.

The single-screw, diesel-powered vessel was built in Hamburg, Germany, by H. C. Stulcken Sohn, and is the second of four ships of similar class ordered by Grancolombiana from the German shipbuilding firm last year. She is 475 feet long and 62 feet wide and cruises at 19 knots.

Now in its 12th year, Grancolombiana operates 35 vessels over nine different routes which call at 88 ports



Your best cargoes deserve FARRELL LINES care

Choice cargoes of coffee and tea get extra special care as a matter of course aboard Farrell Lines ships.

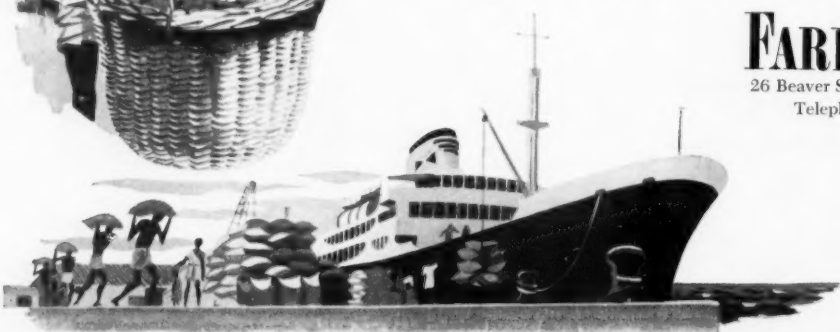
Loading and stowing is carefully supervised. Cargo holds are well-ventilated and humidity-controlled. And while at sea, Farrell engineers frequently check all cargo spaces to

make sure that temperature and atmosphere conditions are maintained.

There are 16 fast Farrell Liners in regularly-scheduled U.S.-Africa service. In fact, Farrell Lines is the only steamship company linking the United States with all three ocean coasts of Africa.

FARRELL LINES

26 Beaver Street New York 4, N. Y.
Telephone: WHitehall 4-7460



in 20 nations. The line has six more ships on order for delivery next year.

Since its founding, the line has carried more than 10,000,000 tons of cargo over 12,000,000 miles.

Grancolombiana maintains offices in Latin America, the United States, Canada, Central America and Europe.

Dr. Diaz announced the line will extend its service between New York and other U.S. North Atlantic Coast ports and Peru.

Vessels to be used in this new service will be the most modern of their class, with speeds of 19 knots and 450,000 cubic feet of cargo space in each, including 60,000 cubic feet of refrigerated space.

Inauguration of the new weekly service—from Philadelphia, Baltimore and New York—start with the sailing of the Ciudad de Tunja from New York for Callao and Ilo, Peru.

Nestlé to build \$1,000,000 addition to soluble coffee plant in California

The Nestlé Co., Inc., has signed a contract with the Haas and Haynie Co., San Francisco, to build a \$1,000,000 addition to their instant coffee processing plant at Ripon, Calif.

The building will include a two-story manufacturing area and a single-story warehouse constructed of concrete block with aluminum side panels. Work has already commenced and it is expected that the building, which was designed by John Blume Associates, San Francisco engineers, will be completed in the early spring and equipment installed by October, 1958.

The increased production capacity will require the addition of about a dozen employees to the present operating staff.

The expansion was dictated by increasing demand on the Pacific Coast for Nescafé and other Nestlé's instant coffee products.

Coffee plantations revived

The task of reviving coffee plantations on Madagascar has been taken up by the Coffee Maintenance Fund—a body set up in October, 1953. As of 1954, a total of 284,000 acres was equally divided between European and native growers.

Europe: ripe for promotion

(Continued from page 159)

because a great many potential consumers have not been touched by coffee promotion and would most probably be influenced by such an appeal.

With the prospect of new consumers behind the Iron Curtain and a world coffee organization to start, as soon as possible, an active program of promotion, coffee consumption in Europe could improve by 10% to 15% during the coming years, and reach 16,000,000 to 17,000,000 bags in 1960.

This could be the outlook, provided all other things go well, and for our side of Europe, "other things" mean—for the present, our liberty and our reasons for living.

JANUARY, 1958

WEST COAST LINE

offers a fast fortnightly freight service

between

CALLAO
PERU
GUAYAQUIL
ECUADOR
BUENAVENTURA
COLOMBIA

and

NEW YORK
PHILADELPHIA
BALTIMORE
NEW ORLEANS
HOUSTON

*New York Discharging Berth
Pier 44 Brooklyn
MAin 5-5183*

WEST COAST LINE, INC.

67 Broad Street, New York 4, N. Y.
WHitehall 3-9600

American Bank Bldg., New Orleans 12, La.
TUlane 6751

New FEDECAME president sees united front by Latin America at Rio world coffee conference

The Latin-American coffee-producing countries will present a united front at the forthcoming Rio de Janeiro world coffee conference, determined to set up an expanded and world-wide promotional program, according to Jorge Harten of Peru, who was elected president of the Coffee Federation of America (FEDECAME) at its meeting last month in San Salvador.

Such a program can increase coffee consumption by 10% to 15% in the United States and by 40% in Europe, he said.

Mr. Harten declared that the most pressing problem facing coffee in the world is not overproduction but underconsumption. Adequately supported advertising and promotion, he said, can lift consumption and offset many of the difficulties now facing coffee producers.

"This year's meeting of Fedecame came at a fortunate time", Mr. Harten said, "following as it did the successful coffee meeting held in Mexico City in October and preceding the forthcoming world coffee conference to be held in Rio de Janeiro on January 20th.

"The 16 coffee countries which met in San Salvador were in complete agreement on the need for expanding world consumption through promotional methods, which will be the business of the Rio meeting. I am personally confident that all will support the formation of an international promotional organization when they meet in January. I am equally confident that they will be joined in this by the principal coffee producers of Africa, who have an equal interest in building world consumption and who will also attend the meeting.

"The countries represented at the Fedecame meeting also agreed that the Mexico City agreement had been an unqualified success. An orderly marketing of coffee has been achieved, which is benefiting both consumers and producers. We are sure that this agreement will be strengthened during the coming months and that its success will continue."


"The Latin American countries that grow coffee are very conscious that a sound commerce in coffee is an absolute requirement for hemispheric prosperity. We in Latin America need dollars in order to buy imports from the United States and to develop our own economies. For this reason, we are confident that any well-considered program for coffee will have the wholehearted support of the consuming countries of the world and particularly of the United States, which for so many years has been so intimately connected with our countries."

Sees higher coffee output in 1957-58

World exportable production of coffee for the 1957/58 marketing season is now estimated at 41,500,000 bags, while exportable production for the 1956/57 marketing season is estimated at 35,000,000 bags, according to a report by the United States Department of Agriculture.


Exports of green coffee for the 1956/57 marketing year amounted to about 36,500,000 bags, or approximately 6.3% below 1955/56. World stocks have continued to increase since the end of the 1951/52 season, following declines each year from 1946/47 to the end of the 1951/52 marketing year.

The December, 1957, estimate of world total coffee production for the 1957/58 marketing season is put at 50,100,000 bags, compared with a 45,700,000 bag estimate for the 1956/57 marketing year.



GENERATION TO
GENERATION

**DUTCH
KNOW-HOW**



Holland Interamerica Line

JOINT SERVICE: Holland-America Line • Van Nievelt, Goudriaan & Co.'s Steamship Co.

NEW YORK—Holland-America Line, General Agents, 29 Broadway, Tel. Whitehall 4-1900 • Discharge: Pier 32, N. Y. Docks, Brooklyn, N. Y.

"Mark my word"

By MARK HALL



The Coffee Roaster Plans for the Future

The coffee roaster as he plans for the future, has to make a few guesses as to what the future will be. He could guess wrong and lose his pants, or just guess and find that his pants have become too small. In the first instance it could be disastrous; and in the second, he could lose only a few buttons.

He tries to chart his course in the face of inflation or depression, and where could he go for advice?

No head of any industry can prophesy a downward trend. The stock of his company would drop ten points if he did. To say that things will "level off" is just a way of evading the question. "What level?" you ask.

Beware of advice. The man who can make the biggest mistake is the smart one who can work up the most convincing story. He believes it himself, and he may be wrong. He may know all the economic factors, but the human ones may evade him. People learn only the hard way, not the logical way. Things get better when they can't get any worse.

The dilemmas are knotty. Government work and cheap money contribute to prosperity, inflation and high prices. Raise interest rates and curtail government work and prosperity may end. Continue inflationary policies and resultant high prices may stop buying.

Produce less to hold up prices and men are thrown out of work. Produce more to keep them working and a burdensome surplus is built up.

What can a roaster do about it? He wants to put a quarter of a million dollars into a new plant. If he delays, rising wages will increase the cost of construction. If he builds now, high cost and interest rates will leave him with too big a load if a depression comes. If his business expands, he will need a new plant. If it does not he is on his way out, for no business can stand still.

The answer may be to keep things liquid, to be able to drift either way, with the tide. Like a good general, plan for defeat as well as victory.

In listening to advice, remember no prophet is infallible, no ideas are all of them right or all wrong, nothing is entirely new, nothing is certain but change.

If you can chart your course through all this with certainty, you will be doing what has never been done before.



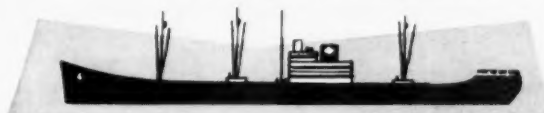
ship via

GSA

Gulf & South American Steamship Co.
serving the West Coast of South America

An American-Flag Freighter every
ten days. Fast, efficient schedules from
Gulf Ports. Expert Cargo Handling.

Limited Passenger Accommodations.



620 GRAVIER STREET, NEW ORLEANS, LA.

In Other Cities Contact Grace or Lykes

WEST AFRICA?

Experienced Coffee
Importers Ship by
Belgian African Line

REGULAR—FAST—DEPENDABLE
from **MATADI — LUANDA —**
ANGOLAN OUTPORTS
to **NEW YORK DIRECT**

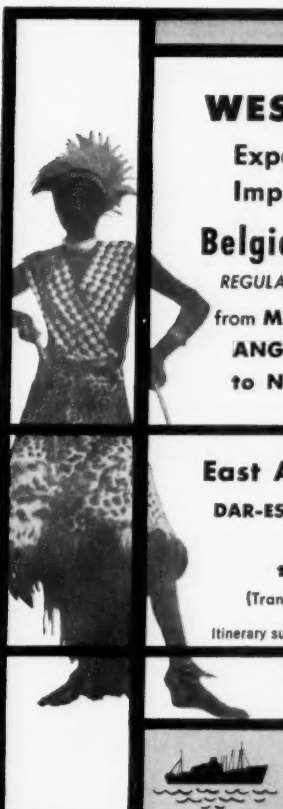
East African Service

DAR-ES-SALAAM—TANGA—
MOMBASA
to **NEW YORK**

(Transshipment via Antwerp)

Itinerary subject to change without notice

General Agents
BELGIAN LINE
INCORPORATED
63 Broad St., New York 4
WHitehall 3-4949



the keeping qualities

(Continued from page 24)

which lose all their flavor unless packed in carbon dioxide or nitrogen filled tins. Roasted coffee is commonly packed in vacuum, but tea keeps quite well in tightly packed, moisture proof packets. The large amount of oxygen required to bring about a small change in the oxidizable matter probably accounts for this, and so long as it is kept dry and the air supply is limited, the discernible change in quality in the period before it is used up is unimportant.

It is very probable that pectic acid mixed with the reddish-yellow condensation products which give tea most of its character dries to an impermeable varnish which prevents further oxidation to the brown, relatively insoluble polymers of over-fermented leaf. When the moisture content of the leaf is high, penetration of oxygen will probably be more rapid. Where the moisture content is really high, say above 8%, molds and bacteria are able to multiply and cause further changes.

Tightly twisted tea leaf is very much akin to a strip of paper which has been dipped in gum, rolled into a cylinder and dried. The penetration of air and even moisture into the interior of the cylinder will be very slow. Pectic acid may, therefore, play a very important part, not only in fermentation, but in keeping quality and perhaps also preservation of flavor.

Liquor characters

Since it is not possible in the orthodox tea roller to wring all the juice out of the leaf, some unfermented ox-

idizable matter will be present in the liquor. The wringing out process is spread over a considerable period of time so that some juice will get highly oxidized and some only slightly oxidized.

The main, and most desirable, character will be imparted by the juice which is oxidized to the reddish-yellow compounds which give a bright sparkling liquor. When these desirable compounds are present in high concentration, the liquor will be bright, strong, colory and probably pungent.

Traces of unfermented juice add to the pungent character, but if present in excess will give a raw greenish character and the liquor will be astringent rather than pungent.

Small amounts of highly oxidized juice will give a more colory liquor with a smooth mellow character, but excess will dull the color of the liquor and give it a soft character.

Color and quality

The color of the infused leaf is regarded by the trade as a factor of some importance in judging the quality of a tea. Whether this is entirely justifiable is open to some doubt, but in the ordinary course of orthodox manufacture, examination of infused leaf can give useful information. For instance, if the dry leaf is apparently small but appears as large pieces on the lid of the pot after cupping, it is certain that it has been well and tightly twisted.

The actual color of the infused leaf is, curiously enough, due to a side reaction which cannot apparently have any direct effect on the quality of the liquor and which probably can be misleading. When the enzyme oxidizes the catechins or oxidizable matter, the first product is a highly reactive compound known as a quinone. It may be said to be sim-

TORM LINES

FAST — COFFEE SERVICE — DEPENDABLE

from

PARANAGUA — SANTOS — RIO DE JANEIRO

to

UNITED STATES ATLANTIC PORTS

TORM LINES

General Agents

NORTH ATLANTIC & GULF STEAMSHIP COMPANY, INC.

120 WALL STREET, NEW YORK 5, N. Y.

CABLE: TORMLINE

ilar to hydrogen peroxide, and is in fact an oxidizing agent in its own right. As explained earlier, it is the initial step in the condensation reaction. The quinones almost instantly react either together or with unchanged oxidizable matter, but if during the course of their brief existence they come into contact with the green coloring matter in the leaf known as chlorophyll, they oxidize it to a brown pigment, and the green color of the leaf changes to brown.

We are quite certain that chlorophyll is oxidized by quinones because it has been studied under controlled conditions in the laboratory. We also know that if the magnesium molecules in chlorophyll are substituted by copper the chlorophyll does not oxidize. If copper salts are injected into a tea bush, some will find their way into the chlorophyll molecules and the leaf on fermentation will give a colory liquor with a bright green infusion. This had to be taken into account in blister blight spraying, as excessive absorption of copper through the leaf will affect infusions, but there is no danger if the Institute's advice is followed.

Exactly what happens in the tea leaf during fermentation, and just how many factors affect the color of the infused leaf is a matter of imagination based on the known fact that chlorophyll is oxidized by enzyme plus oxidizable matter, when all these come into contact in the presence of air. Presumably, when the juice is wrung out of the tissue some air gets into the tissue to replace the juice. This air will bring about oxidation in the tissue as distinct from on the surface of the tissue. Rolling is a prolonged process, and as the leaf circulates and twists, some kneading action will take place. Air may, therefore, be pumped in and out of the leaf mass to some extent, and up to the time pectic acid seals off the spongy leaf tissue, oxidation of chlorophyll in the leaf will continue.

Pieces of flaky leaf which have been broken off before being uniformly twisted and bruised, will remain green and show up in the infusion. Leaf from non-fermenting or slow-fermenting types of bushes, bruised leaf which has quickly dried out in withering, will also be evident by its greenness in the infusion. If the fermentation has been insufficient, or sometimes in quality leaf rich in pectin where the pectic acid has been developed quickly, thus sealing off the leaf tissue early in the course of fermentation, the oxidation of chlorophyll may be incomplete and the whole infusion will have a greenish tinge.

The brightness and dullness of infusions is difficult to explain, but the probability is that thin leaf tissue containing the oxidized chlorophyll will appear brighter than thick or coarse leaf tissue. Other pigments which are normally masked by the green chlorophyll show up only when leaves die; for example, "autumn tints" will also show up when the chlorophyll is oxidized. The amounts of these pigments vary in different types of leaf and will undoubtedly affect the color and brightness of infusions.

If leaf rich in pectin and pectase develop pectic acid exceptionally quickly, as appears to happen in some T.R.I. clones, the infusion may be very green, but the liquor can still be very colory.

The position is, therefore, that although the color of an infusion may be a useful guide to faults in plucking and manufacture, it is by no means an infallible indication of liquoring properties. If a liquor is bright, colory, and strong, the fact that the infusion is greenish should not affect the value of the tea. The chlorophyll remaining in the leaf will slowly, like museum specimens of green leaves, change to a brown color on storage.

JANUARY, 1958

Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd BRASILEIRO

(Patrimonio Nacional)

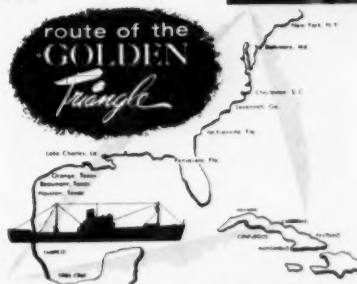
Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.

ship that
"extra cup" of
Cafe Suave
on the



Expert Handling of COFFEES

WARD line
GARCIA line
regularly scheduled sailings
MEXICO and CUBA

Ward-Garcia CORPORATION General Agents
PIER 34 NORTH RIVER New York 13, N. Y. • Watkins 4-4000

Food editors at smorgasbord luncheon get better brew facts, taste "best cup of the year"

To enlist the help of food editors in the task of re-introducing consumers to good coffee, Ellen Saltonstall, director of consumer services for the Pan-American Coffee Bureau, was host to food editors of leading newspapers, wire and feature services, radio and television networks at a special "St. Lucia Day" luncheon held last month in the Persian Room of the Plaza Hotel, New York City.

On St. Lucia Day, which is celebrated throughout Sweden, the oldest daughter reenacts the traditional role of "Lucia" and rises early in the morning to begin the holiday season by serving her family the "best cup of coffee of the year."

Garbed in a white robe with red sash and wearing a wreath of greens with lighted candles on her head, "Lucia" awakens each member of the family with a cup of coffee and the greeting "God Jul, Gott Nytt Ar!"—Merry Christmas and a Happy New Year.

Ulla Ohlsson, formerly of Stockholm, was chosen by PACB to be its "Lucia" at the luncheon. Miss Ohlsson, who wore the colorful costume of the Swedish Lucias, added a festive touch to the luncheon by pouring "a cup of the best coffee of the year" for the many assembled editors and wishing them the traditional holiday greeting.

In a brief talk, Mrs. Saltonstall pointed out the alarming fact that housewives were currently brewing coffee in the home at the rate of 64 cups to each pound. No good meal is a success without good coffee, she told the editors, and good coffee is prepared according to The Coffee Brewing

Institute's recipe of one standard coffee measure to each 6 ounces of water, or approximately 40 cups to each pound. She urged the editors to assist PACB in its better brewing campaign.

"we took time . . . and sold"

(Continued from page 22)

Linstavt; the other winners by their husbands.

This campaign proved my contention that tea sales could be boosted nationally or sectionally if an organization would "Take Time . . . And Sell."

This campaign also proved what can be accomplished at the wholesale and retail levels when an organization such as IGA gets behind a product, particularly one as profitable as tea.

Through our NATPRO Program at IGA, we have been able to stimulate the sale of hundreds of nationally advertised products. This service is available to the manufacturers of nationally advertised products with adequate distribution.

The results of the tea campaign that the IGA headquarters team developed, in cooperation with our packer, the Dannemiller Coffee Co., the heads of our supply depots, and the retailers, was phenomenal.

The increase in the sale of IGA Royal Guest Tea and Tea Bags of 21.9% through our stores in this special campaign is an achievement of which we are proud, providing proof that, with tea, it is highly profitable to "Take Time . . . And Sell."

Our Top Ranking Cargo Services



MAINTAINED FOR MORE THAN
60 YEARS

from VENEZUELA, THE CARIBBEAN,
HAITI, DOMINICAN REPUBLIC

to U. S. ATLANTIC & GULF PORTS

*assure prompt delivery of your
coffee shipments*

Royal Netherlands Steamship Company

FREIGHT AGENTS

NORTH ATLANTIC PORTS — FUNCH, EYDE & CO. — NEW YORK
SOUTH ATLANTIC PORTS — STRACHAN SHIPPING CO. — SAVANNAH
GULF PORTS — STRACHAN SHIPPING CO. — NEW ORLEANS

the challenge of African tea

(Continued from page 23)

considerable but with potential supply exceeding requirements, it is more than sufficient to bring down prices to an uneconomic level, particularly in view of the fact that buyers cannot now finance and hold stocks of prewar levels." Moreover "there is every indication that world supply will again exceed demand in 1957." So far the course of production has confirmed that view. A fall in output in North-East India and Pakistan has been more than made good by higher output in other countries, particularly in Ceylon, bringing the midyear total to 581,000,000 lbs., nearly 20,000,000 lbs. more than in 1956.

The pressure of supplies has for many months kept prices of plain teas low. The shortage of spot tea in London that followed the Suez crisis produced a temporary and sharp rise in prices: plain tea, which had been selling in London for less than 3s. per lb. rose sharply to a peak of 5s. per lb. in December, 1956. Prices dropped swiftly as shipments increased, and since the end of March plain tea has again been selling at about 3s. to 3s. 3d. per lb. Such prices are fully profitable to African producers, but producers in India, Pakistan and Ceylon who have obtained no more than this have been losing money.

Renewal of agreement

In Mr. Bannerman's view, the remedy must lie "firstly, in the renewal of the International Tea Agreement, secondly in closer cooperation between all producing countries, and thirdly, in the intensification of propaganda for tea throughout the world in order to increase consumption to meet potential supply."

While no one would question the wisdom of attempting to increase consumption, particularly in India, Africa and the Middle East, such efforts naturally cannot yield quick returns, Mr. Bannerman is on more controversial ground—as he recognizes—in advocating the renewal of the Agreement:

"I know that in some quarters it is claimed that the Agreement in the past included only India, Ceylon, Pakistan and Indonesia, and that its effectiveness during the years was weakened by the increasing production and exports from countries which are not signatories to the Agreement. I cannot deny the logic of such arguments, but I would strongly stress that it is better for the governments of the major producing countries, which provide an overwhelming proportion of the world's supply, to act together rather than possibly to face another serious depression."

Opposing view

Opposition to this view is found among producers of quality tea in North-East India, who do not disguise their interest. (The question is one that faces all four Asian producers, but it is convenient to take India in particular, because it is both the largest producing country and the largest producer of plain tea.) They point out that if the Agreement were to be renewed by the former members only, the burden of restriction would fall on the participants, and the African producers would be free to win a larger share of the world market. Moreover, to the extent that restriction succeeded in raising prices, African

JANUARY, 1958

NOPAL LINE

The Northern Pan-America Line A/S
Oslo

Regular Service

Fast Norwegian Motorships

Coffee Service

Brazil/U. S. Gulf

General Agents

Oivind Lorentzen, Inc.
21 West Street, New York 6, N. Y.
WHitehall 3-1572

New Orleans—Biehl & Co., Inc., Sanlin Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freightling Corporation, Inc.

FOR FAST DEPENDABLE DELIVERY

... of your mild coffees
to United States markets ... rely on

UNITED FRUIT COMPANY

Steamship Service

Regular Sailings between

**GUATEMALA
EL SALVADOR
HONDURAS**

**NICARAGUA
COSTA RICA
COLOMBIA**

and

NEW YORK • NEW ORLEANS • HOUSTON

NEW YORK:
Pier 3, North River
NEW ORLEANS:
321 St. Charles St.



tea-growing would become more profitable and African production would tend to increase further.

Advocates of renewal would not disagree with this view, but they presumably consider that in the short-run the benefits would more than outweigh the disadvantages. They may also believe that in time the African territories could be persuaded to enter the agreement. The British African territories participated in the 1938 agreement (which was extended until 1948) and withdrew after the war. They were invited to enter the agreement which should have replaced the 1950-55 Agreement, and declined. While a change of heart cannot be ruled out, it is not entertained with any confidence.

Representatives of some gardens in North-East India are against restriction in principle at the present time. Their view is influenced by the events of last year, when the North Indian gardens as a whole agreed to cease plucking in November. While the surplus was of plain tea, supplies of quality teas were also reduced, although these were not in over-supply. Producers of quality tea saw their costs go up and their earnings fall for the benefit of producers of plain tea. Had plucking continued normally, the producers of quality tea are confident that their output would still have found a ready market at profitable prices. Demand for quality teas then and since lends support to this view. If an early halt to plucking should again be advocated this year (1957) it is likely to meet with stronger opposition than before.

Scope for improvement

There is no doubt that some opponents of restriction are also moved by a belief that producers of plain tea could themselves improve quality if they chose, and that they would have more incentive to do so if other producers refused to come to their aid. There is certainly scope for improvement—more so, perhaps, in the Dooars than in Cachar. But it is also true that for many gardens that are under-capitalized, the task of improving quality is beyond their resources. In a good season these gardens cover their expenses, repay their overdrafts, and declare a modest dividend; retained earnings are small. In a poor season their scanty reserves disappear. Adverse climatic conditions and geographical circumstances, and in some cases, lack of enterprise in the past has placed them in a cleft stick. In other industries, potentially promising companies would be bought up and fresh capital injected to put the properties on a sound basis. In India, however, and elsewhere, such opportunities for development are apt

to be neglected, and the political atmosphere is partly to blame.

Is there then no prospect of help for the plight of the plain producer? Competition from low-cost producers in the African continent will certainly increase. New areas are coming into bearing, and the quality of the tea is also improving—certainly in British Africa. How far production can expand in the longterm is a matter of conjecture. There are difficulties of labor, communications, and land tenure. But it is already evident that in a market as sensitive as tea, a small increase in exports from Africa can have a disproportionate impact on the fortunes of producers elsewhere.

Rising costs

In time, no doubt, African costs will rise. Labor will demand and obtain a larger share of the profits, and government treasuries will dig deeper into the producers' pockets. (It is also likely that as these territories aspire to greater control of their affairs, the political climate may become as trying as it is in other countries; and the relative attractions of investment in Africa may diminish.) But it may well be argued that costs in India and other Asian countries will also rise, and that the margin of advantage will remain heavily in Africa's favor.

Some members of the Indian tea industry believe that African competition will oblige the government to assist producers. They argue that as it is in the national interest to keep the producers of plain tea alive, both government and labor will have to modify their demands. The government will have to grant some relief from export duty, and recognize that the less favorably situated estates cannot be expected to reach the same standard in their fulfillment of the plantation code as the better placed estates. Similarly, labor will have to recognize that wage increases must be more closely related to ability to pay.

For some time now, the representatives of the Indian industry have been pressing for a more discriminating method of levying export duty. Under the existing system, the duty is fixed for all producers according to the average price per pound of all Indian tea at the London auctions during the preceding month. The main objection to this system is that a specific duty is relatively more onerous for the producer of plain tea than for the quality producer.

Suggestions for an alternative system include an *ad valorem* duty, and a specific duty that varies between districts, Assam paying the highest duty and Dooars and

COFFEE

Where you want it . . . when you want it . . .

- ★ Your coffee arrives in perfect condition shipped Argentine State Line . . . 13 days from Santos, 12 from Rio to our modern terminal, Pier 25, North River, New York.
- ★ Fast modern freighters plus 3 new passenger liners serve the East Coast of South America . . . immaculate holds, skilled handling by experienced crews eliminate damage or flavor contamination.

ARGENTINE STATE LINE

Boyd, Weir and Sewell Inc., General Agents
24 State St., New York 4, BO 9-5660

Mamenic Line

COFFEE SERVED . . . as fine coffee
shipments should be served!

REGULAR FAST SERVICE FROM
EL SALVADOR AND NICARAGUA TO
U.S. GULF AND ATLANTIC PORTS

BIHL & CO., AGENTS ALL GULF PORTS

UNITED STATES NAVIGATION

CO., INC., AGENT

17 Battery Place, N. Y. 4

BOWling Green 9-6000

Cachar the lowest. (What would Darjeeling pay? Given favorable weather, these gardens make tea that commands high prices; if the weather is not favorable quality and prices fall severely.)

A duty that varies according to district would be fair for the majority. Gardens that obtained above-average prices would gain, while gardens that obtained below-average prices would at least have some incentive to raise the standard of production. The danger, however, is that once arbitrary and discriminatory forms of taxation are introduced, the door is opened to further discrimination later on, possibly on less plausible grounds. An *ad valorem* duty does not suffer from that objection; a duty proportionate to the price that each estate receives for its tea is fair to all. But it would be somewhat more laborious to administer than either the existing system or a duty based on districts. It would also mean that the government would have to wait for the duties on tea sold in the London auctions to be remitted along with the proceeds of sale.

Would the government's response to appeals for relief be affected by renewal of the Agreement? In the next few years African competition will loom still larger in world markets, and it ought to be met. Restriction of production under an agreement that left out Africa would be no more than a palliative for the plight of Asian producers of plain tea. While some influential members of the industry advocate restriction on these terms, there is always a danger that use of the palliative will weaken the case for attacking the root of the trouble.

World coffee production, consumption increasing USDA says in year-end report

Both world production and consumption of coffee are increasing, the Foreign Agricultural Service of the U.S.D.A. said in a year-end report.

Changes in consumption are expected to be less noticeable than production changes. While some build-up in stocks is anticipated during the 1957/58 marketing year, it probably will not be as large as previously estimated.

Coffee carryover at the end of the 1957/58 marketing year is expected to be about 20,000,000 bags.

While this carryover would be the biggest since the 1946-47 marketing year, it would still be just over one-half year's supply of coffee for importing countries.

Indications are that production in 1958/59 will be sizably more than in 1957/58.

NEDLLOYD LINE

Africa Service

Fast Monthly Sailings

From:

East Africa, Djibouti and Port Sudan

Via:

Mediterranean

To:

Atlantic Coast Ports, New Orleans and
Pacific Coast Ports

Optional Bills of Lading issued for
Atlantic Coast, Gulf and Pacific Coast Ports

New York

Java Pacific Line, Inc.
25 Broadway

New Orleans

Strachan Shipping Co.
1607 American Bank Bldg.

San Francisco

Transpacific Transportation Co.
351 California Street

Vancouver

Dingwall, Cotts & Co., Ltd.
802 West Hastings Street

OVER
TWENTY-FIVE
YEARS OF
CONTINUOUS
DEPENDABLE
SERVICE TO
THE COFFEE
TRADE



AGENCIA de
VAPORES GRIEG S/A

Rio de Janeiro
Praça Maua 7

Santos
Praça de Republica, 46

STOCKARD
STEAMSHIP
CORPORATION
17 BATTERY PLACE
NEW YORK 4, N. Y.
WHitehall 3-2348

BALTIMORE:
238 East Broadway St.
PHILADELPHIA:
101 Market Bldg.



ship your coffee
via **Grancolombiana**

COLOMBIA • ECUADOR • PERU • EL SALVADOR
GUATEMALA • COSTA RICA • CUBA
MEXICO to ALL COASTS
of the U.S. and Canada

General Agents
Transportadora Grancolombiana, Ltda.

New York
79 Pine Street

Chicago
208 South La Salle Street

Detroit
1355 Book Building

Agents

New Orleans and Houston: Texas Transport & Terminal Co., Inc.

Philadelphia: Lavino Shipping Co.

Los Angeles: Balfour, Guthrie & Co., Ltd.

San Francisco: Balfour, Guthrie & Co., Ltd.

Montreal: Robert Reford Co., Ltd.

Boston: Boston Shipping Corp.

Baltimore: Penn-Maryland S.S. Corp.

FLOTA MERCANTE
Grancolombiana



how buying committees for the big chains work

By WILLIAM G. NIGUT

This article is from a talk by Mr. Nigut at the recent annual meeting of the Grocery Manufacturers of America, Inc.

At the outset, let me assure the doubtful or the few remaining non believers: there really are such things as buying committees.

I know because I saw 496 of grocery products presented to supermarket and chain store buying committees for their consideration.

I listened as the products were discussed in detail, were carefully evaluated, thoughtfully appraised.

I watched the committees vote to buy 220 of the 496 products, defer their decision on 61, disapprove of 215.

This is simply a factual report on what I saw and heard at 12 buying committee meetings. The 12 companies I visited are a good representative sample—both in volume and geographical location—of the supermarket and chain store companies who have buying committees.

One-half of them are among the country's leading 20 food chains. Three are among the top ten, two are among the top five.

Of the other six companies, five each have an annual volume well in excess of \$50,000,000.00. The smallest company visited has a volume of approximately \$28,000,000.00.

The 12 chains operate in the following regions: New

England, Middle Atlantic, South, East North Central, West North Central, Southwest, Mountain and Pacific.

This is then, to the best of my knowledge, the first eyewitness report on how and why buying committees make their all-important decisions to buy or not to buy your products.

Perhaps you might like to know something about the committees themselves.

They vary in size. The largest has 17 members, the smallest only three. The median size is seven.

No two committees are alike in their composition. Personnel whom you might find on one or more of the committee have the following titles or functions: vice president in charge of sales, merchandising and advertising; vice president in charge of store operations; vice president in charge of purchasing; director of grocery operations; advertising manager; merchandise manager; sales promotion manager; sales manager; and commodity buyers.

Strang as it may seem, according to both my notes and memory, there is a certified public accountant on one of the larger committees.

It is noteworthy that four of the 12 committees are blessed with a woman buyer as a member. None of these able girls attempted to act as a self-appointed spokes-woman for her sex, nor did she challenge her fellow male committee members when they expressed what they believed might be a woman's point of view on a product.

Still, I had the strong feeling that in some undefinable way these four committees benefited from the presence of a woman.

Indicative of the desire of supermarket and chain store

BRODIN LINE

Regular Service for the Coffee Trade

Brazil Ports

TO

United States North Atlantic and Eastern Canadian Ports

THOR ECKERT & COMPANY, INC., Agents

19 RECTOR STREET, NEW YORK 6, N. Y. • Dlgby 4-8686

Serving The Coffee, Tea & Spice Trade For Many Years

Brookhattan Trucking Co., Inc.

57 FRONT ST.

NEW YORK 4, N. Y.

BOWling Green 9-0780

Import, Export and Bonded Trucking

companies to please the customer, so far as their severely limited shelf space allows, is the fact that eight of the 12 committees have store supervisors, zone managers or store personnel (the latter on a rotating basis) who sit as members of the committee.

The other members of the committee rely upon these people from the field to keep them advised of the type, brand and size products that are requested in the stores by customers.

A number of reasons have been given to explain the creation of buying committees. I was curious, however, to learn the committee's thoughts on why some of the buyer's authority has been delegated to a committee.

So I asked them, and here are their thoughtful and provocative answers:

1. To remove the buying decision from a highly charged emotional atmosphere, an atmosphere which at times in the past has been disadvantageous to both the seller and the buyer.

2. Closely related to the above, to prevent a buyer's personal likes or dislikes from unduly influencing a buying decision. In this respect, *the committees believe you get a better hearing from a committee than from an individual buyer.*

3. To help store and field personnel better understand the buying operation at headquarters through their regular or rotating participation in committee meetings. *Some company management think this is extremely important because of the false and ridiculous stories about a company's buying policies told by supplier sales representatives to store and field personnel.*

4. To capitalize on the collective knowledge and experience of buyer personnel.

5. To provide for the orderly continuity of the buying operation and the perpetuation of a well-trained, experienced buying staff.

It seems to me that these answers, particularly the latter ones, reflect sound principles of good organization and management which many of you adhere to—and which have stimulated the growth of management by committees—in your own organization.

Perhaps the buying committee is just another manifestation of the swift maturing of the retail food industry.

Many people wonder what the products are on which buying committees pass judgement. Well, of the 496 products that I saw presented, only 40% were what might be considered truly new products. The other 60% were:

Established products never carried by a chain.

Established products once carried, discontinued and now reconsidered.

Established products available in a special deal or promotion.

Established products available in a special deal or promotion.

Established products in new sizes; for example, cereal in a giant package.

Established products in a new container, such as a canned juice available in a glass server.

Established products in a new form.

You are familiar with the critical—and oftentimes amusing—speculation about how your products are presented to the buying committee.

For example, in one recent virulent attack, the writer described how food chains are erecting "a Chinese buying wall" around the "mysterious, shadowy, star chamber" buying committee.

Of course, there really isn't anything mysterious about how your products are considered. The procedure is virtually the same in all committees.

Samples of your products are passed among committee members along with such basic information as its cost, selling price, percent profit, advertising or promotional allowance, deal terms, how packed, competition handling it and in what volume, comparable products—if any—presently handled by the chain . . . their cost, selling price, percent profit and case movement, and special features of your product.

Only five of the 12 chains I visited obtained this information on product information forms . . . and only for new products . . . so the loud protests about the inability of your salesmen to reach committee members only by the "written word on a chain-supplied form" are not based wholly on fact.

One manufacturer representative, for example, detained in another city, made his pitch to the buyer by letter. On the strength of that letter, and without any product samples, the committee approved the item.

Actually, the product form can be a valuable sales aid to your salesmen, for it helps them marshal all the pertinent information on your product that a committee should have in arriving at its decision. I have seen committees defer action on a product or disapprove of a

(Continued from page 192)

SOUTHERN CROSS LINE

**Brazil to United States
Atlantic Ports**

General Agent

COSMOPOLITAN SHIPPING COMPANY, Inc.
42 BROADWAY, NEW YORK 4, N. Y.

DODERO LINES

(F.A.N.U.)

**Brazil to United States
Gulf Ports**

General Agent

COSMOPOLITAN SHIPPING COMPANY, Inc.
42 BROADWAY, NEW YORK 4, N. Y.

Gulf Agents

Strachan Shipping Company

MILLERS & SHIPPERS



BRAND

KONA COFFEE

AMERICAN FACTORS, LIMITED

KONA, ISLAND OF HAWAII

U. S. A.

INQUIRIES INVITED

See *Atlantic* For
GLASSINE LINED
Coffee Bags
Made RIGHT! Priced RIGHT!



You will find ATLANTIC to be a sure, safe, dependable source for fine Coffee Bags—plain, stock design or private design. May we send samples and quote on your requirements?

Atlantic **COFFEE BAG CO., INC.**

220 KOSCIUSKO ST. • BROOKLYN 16, N. Y.

Trends in consumer spending, chain buying committee methods, outlined to grocery manufacturers

Andrew Heiskell, publisher of Life magazine, reported on his publication's study of consumer expenditures at the recent 49th annual meeting of the Grocery Manufacturers of America, Inc. "The major problem for American business in the years ahead is: Will Americans spend enough to buy back what they produce at a constantly increasing rate of production?" he said.

"One of the most immediate and most important conclusions from Life's study is this," he continued. "The American consumers today represent a surprisingly homogeneous market. Many products show a special sensitivity to various household characteristics, such as income or education. Yet, even among products which are most sensitive to these characteristics, the majority of expenditures comes in every case from the vast 'middle portion' of the market."

"The upper income groups spend out of proportion to the numbers," Mr. Heiskell noted. "The 14% of U. S. households with annual incomes of \$7,000 or over account for 23% of spending for all goods and services."

The 2,000 leading executives from all segments of the food industry attending the GMA convention also heard a report on the availability of in-store communications facilities, whereby shoppers can make known their buying desires to store managers.

Robert H. Bingham, vice president of GMA, said: "Based on the replies received from distributor top management, it is evident that they view the matter of in-store communications as an important one, that they are continuously searching for an adequate solution, and that they would like our help in finding it."

Only half of the distributors replying to a letter inquiring about their views said they were doing something about the problem, Mr. Bingham said.

He added, "Our next step was to find out what actually happens in the retail store. We asked a dozen GMA member companies to assign selected key members of their field staff to do this. These men contacted 2,400 individual store managers, both chain and independent, to find out (1) what facility—if any—is provided to make it easy for the consumer to register her wishes; (2) what system, if any, exists for the manager to pass consumer requests along to headquarters.

"Of the 2,400 store managers contacted, 2,150—that's 91%—said they have no specific facilities in the store by which the consumer can make her wants known."

Henry Brenner, president, Home Testing Institute, also reported on a survey of housewives' shopping experiences. His findings indicated that almost all women have at one time or another failed to obtain a product which they had gone into the store to buy. "More than four out of ten women say this happens to them with some frequency," he declared.

According to the survey, 39% of the women usually go to another store for the item if they are unable to get it at the first store, while 27% buy a substitute product or brand of the same type.

The seriousness of the problem is underlined by the

Kroger's new instant coffee packages. The 2, 4 and 6 ounce sizes (above) have silver foil labels printed in yellow, white, red and blue. The 8-ounce size (below) has orange, blue, white colors.



fact that 26% of the housewives questioned have stopped shopping at some food store because they could not find items they wanted to buy.

Mr. Brenner reported that there is "clearly a demand" on the part of women for a convenient in-store facility which would allow them to communicate with their grocers.

In the afternoon session, William G. Nigut, marketing counsel, presented "the first eye-witness report on how and why buying committees make their all-important

decisions to buy or not to buy" the products of grocery manufacturers.

There has been considerable interest in the food industry about the manner in which these committees operate.

Mr. Nigut noted that no two committees of the 12 he had observed were alike in composition. They varied in size from 17 members to three members, and their titles included the following: vice president in charge of sales, merchandising, and advertising; vice president in charge of store operations; vice president in charge of purchasing; director of grocery operations; advertising manager; merchandise manager; sales promotion manager; sales manager; and a variety of commodity buyers.

Four of the committees included a woman buyer as a member, Mr. Nigut observed.

He said there were five main reasons why buying committees have come into being. They are: (1) To remove the buying decision from a highly charged emotional atmosphere; (2) To prevent a buyer's personal likes or dislikes from unduly influencing a buying decision; (3) To help store and field personnel better understand the buying operation at headquarters through their regular or rotating participation in committee meetings; (4) To capitalize on the collective knowledge and experience of buyer personnel; (5) To provide for the orderly continuity of the buying operation and the perpetuation of a well-trained, experienced buying staff.

F. W. EHRHARD & CO.

Coffee Brokers and Agents

New York

Member and Grader, New York Coffee & Sugar Exchange, Inc.

Member, Green Coffee Association of New York City, Inc.

Member, National Coffee Association of U. S. A.

ED. GUEDES, Lda.

124-RUA AUGUSTA

LISBON, PORTUGAL

Cable Address: BIHE-LISBON

**Exporters of
PORTUGUESE WEST AFRICAN COFFEES**

ANELL TRADING CORP.

Coffee Importers

QUALITY

ATC

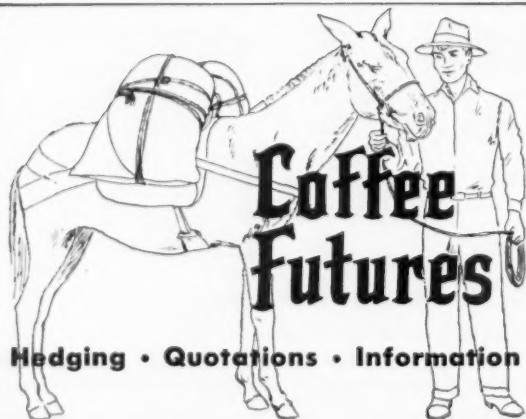
RELIABILITY

SATISFACTION

98 FRONT STREET
NEW YORK 5, N. Y.

TELEPHONE: WHITEHALL 3-9713

CABLE ADDRESS: ANELCO



The coffee market is never stable. Our fast, authentic information on its activities will keep you abreast of its ever changing trends and assist you in stabilizing your trading.

DEAN WITTER & Co.

Members:
New York Stock Exchange • Pacific Coast Stock Exchange
New York Coffee and Sugar Exchange
Chicago Board of Trade

SAN FRANCISCO NEW YORK • LOS ANGELES
CHICAGO • SEATTLE • PORTLAND
36 offices serving investors



the selling power of the instant coffee label

(Continued from page 117)

also self-service shelf-appeal, was taken care of by the wrap-around label.

The wraparound label, covering most of the surface of the jar, offers tremendous advertising, merchandising and promotional possibilities—but strangely enough, not all of these possibilities have as yet been thoroughly exploited by many processors and distributors.

That the overall design of the label has to be attractive, that it has to be an eye-stopper and a sales-stimulator, goes without saying. An attractive label is basic, and it applies not alone to instant coffee, but to all consumer items. Equally important, however, is another factor of label use that even some of the leading brands seem to have overlooked. The label is a logical and effective medium for factual information about the product that can serve as an important adjunct of the educational program.

While the members of users of instant coffee have increased tremendously since the war years, and while these numbers are steadily increasing, the need for continuing public education is by no means over. The need to be conscious of public opinion, to be concerned with what it thinks of the product, is a never-ending point of consideration.

The homemaker who fixes a cup of instant coffee for her "coffee break" and serves it to her family, but who still thinks it improper to serve to guests, will have to be reminded that whatever stigma was once attached to the dehydrated product is no more. She should be told also of the advantage of consistent uniformity, that she will be noted as a hostess who always serves the same fine cup of coffee every time.

Thanks to continuing research to achieve perfection, to retain all the rich flavor buds of the coffee, the props are gradually beginning to totter under those "real coffee" enthusiasts whose chief objection to instant coffee is the "lack of real flavor," and who maintain that it is "not like regular coffee." Processing procedures are getting better all the time, quality is constantly improving. The hesitant shopper should be so informed.

It is time more attention was focussed upon the label as an integral part of the advertising, merchandising and public relations campaigns. Not only does the desired information reach consumers at the point of first personal contact with the product, it also goes with them when purchase is made, and it stays with them in the home—in the pantry, in the kitchen, on the breakfast, lunch and dinner table.

Since there is ample room on the average jar label for more factual information about the product (and this in itself is good "sell" copy), the proposal to utilize some of the space for this purpose is a reasonable and logical one. There need be no sacrifice of good design or attractive layout to accomplish this. Here's how several leading processors and distributors of instant coffee are presently getting their messages across to potential and regular users:

On one label a copy block points out: "Pure 100% quality coffee. It's economical. This 2 oz. jar makes about as many cups as a pound of regular coffee."

Another label also stresses convenience: "No pots to wash, no grounds to dispose of, no waste—just 100% pure delicious coffee!"

Another presents even more factual information: "Nothing added to this 100% pure coffee. Nothing but water taken away. Prepared at low temperature by a new exclusive high vacuum process. None of the rich, robust flavor of good roasted coffee is lost."

Consistent uniformity, the "noted hostess" aspect, is handled in this way on one label: "A blend of over six of the choicest selected coffees available, roasted to perfection, brewed with greatest care. Easy to make. You're always assured of constantly uniform and superior coffee."

Even with this sort of consumer information on the label there still remains plenty of room for all the other necessary information, including directions for preparation. Many labels carry the simple instructions for making both hot and iced coffee, some even using small spot illustrations to visually demonstrate the process. And a few, notably the new foreign types beginning to appear on the market (Espresso, Greek, Turkish) include the variations for making strong, medium, weak, and strong-sweet coffee.

In addition, the label can also be employed effectively for premium offers, such as demitasse spoons, glass coffee servers, and similar associated items. Or it can carry a reminder of other food products marketed under the same brand or by the same producer.

Recipes that help promote added use of the product are also entirely feasible. One such label presents the recipe for a mocha-flavored cake frosting. The same flavoring idea

can also be well-employed for coffee ices or ice cream, coffee-flavored puddings, and coffee candy. Today's homemakers are constantly searching for new ways and new methods of preparing and serving familiar old foods and dishes.

Finally, for that so-important appetite appeal, the instant coffee label provides adequate space and ideal surface for the reproduction of true-to-life halftone illustrations in full color—a steaming cup of hot coffee, a tall frosty glass of iced coffee, an intriguing demitasse cup of after-dinner coffee.

The future of instant coffee is full of high promise. This is only a simple and obvious projection of basic facts. The steadily growing consumer demand of the past decade is an accurately pointed signpost. But even more significant is the fact that the product's advantages are so perfectly tuned to the modern concept of sensible, virtually effortless house-keeping and entertaining. And, keeping pace, the instant coffee label will continue to play an increasingly important role in the over-all education of the vast American coffee-drinking public.

Land shortage on Madagascar hampers coffee growing expansion

Since 1950, coffee exports from Madagascar have fluctuated between 500,000 and 900,000 bags.

They will probably not increase much in the near future because of the land shortage and increasing production of more competitive products on the island.

THE NESTLÉ COMPANY, INC.

WHITE PLAINS, NEW YORK

NESCAFÉ • NESTLÉ'S INSTANT COFFEE • RICORY • NESTLÉ'S DECAF • NESTEA

NESCAFÉ IS ALSO AVAILABLE IN
SPECIAL VENDING AND UNIT PACKS

GORDON W. VOELBEL CO., INC.

Coffee Brokers and Agents

105 FRONT STREET
NEW YORK 5, N. Y.

MEMBER OF
NCA

CABLE ADDRESS:
GORVOEL

Friendly Greetings to the Coffee trade and Best Wishes
for a highly successful 1958 Convention.

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—THE MAGIC BEAN

A colorful 16-page, carton-style booklet, "The Magic Bean" is being distributed to members of the trade. Illustrations graphically depict the coffee story from seed to cup and other interesting information. Back cover has room for your own imprint. National Coffee Association, 120 Wall St., New York 5, N. Y.

2—AUTOMATIC BAGGER

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Glue or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic depex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—SAMPLE TESTING

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

5—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

SPICE MILL PUBLISHING CO. 106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name

Street Address

City and State

Signature Title

190

coffee industry being watered to death

(Continued from page 131)

digestion. It acts upon the stomach and intestines almost like a magic potion, and the instant change in the organism a few moments after drinking coffee is amazing. Indeed, 'Drink coffee—it helps your digestion' has become a popular slogan. The depressed become enterprising, the constipated find relief, the slothful turn lively. Mind and muscle are reinvigorated, tensed for greater efficiency."

Can you imagine what the cigarette people could do if they had a product like coffee?

There are mighty few coffee men in the United States who doubt the value and efficacy of advertising. Any advertising man worthy of the name knows with almost mathematical certainty that with adequate advertising support, the importation of coffee into the United States can be catapulted from the present 20,000,000 bags to a round 30,000,000 figure within five to six years.

Ten years ago, at the NCA convention in Yosemite, Cal., the New York Coffee Roasters Association strongly urged the appropriation by the growing countries of \$1.00 per bag for advertising purposes. Since that time there have been literally hundreds of speeches, both in this country and in the countries of origin, supporting the idea of substantial coffee advertising. But the \$1.00 per bag advertising budget remains as much of a dream as the goal of a 30,000,000 bag annual consumption.

Perhaps the hour of the great awakening is at hand. And we who see disaster ahead and who feel that advertising is the infallible solution to the problem should band together in a concerted effort to bring about quick and positive action by those countries who produce at least 75% of the coffee purchased by the United States.

But why procrastinate further? Prometheus of the coffee industry, the hour has struck!

Los Angeles—incredible city

(Continued from page 133)

supermarket is under construction only a few blocks away.

The rapid growth of the supermarket in Los Angeles has been as spectacular as the growth of the city itself. And coffee has played an important role in this movement. Because of distances (we never measure miles here—just how many minutes it takes to get there) most housewives get into the family car and drive to the market. Therefore, to lure the shoppers into their stores, the markets have been using what is termed "loss leaders", and coffee seems to be the main attraction.

The past several weeks, for example, have seen most of your major brands on the shelf at 69¢ per pound, and in some instances as low as 59¢ per pound! Certainly the grocer is losing money on every can he sells, but he feels he will more than make up any loss in the increased volume that is attracted to his store.

In conclusion, I would like to point out the interesting and exciting fact that by 1970 Los Angeles will have 8,000,000 residents spending \$22 billion annually.

Certainly we in the coffee business should fight for a proper share of that business.

And I think we will.

COFFEE & TEA INDUSTRIES and The Flavor Field

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

the cinnamon of Ceylon

By E. G. BROWN, Colonial Products Laboratory

This article, fourth of a series, is part of one of the most comprehensive reviews of cinnamon and cassia ever published. It is from Colonial Plant and Animal Products, and is a revised, updated version of material which appeared 87 years ago in the Bulletin of the Imperial Institute.

In the more than three decades since, much of the original material became obsolete. The review of these key spices has been rewritten in the light of present-day conditions.

In the early part of the last century, the export of cinnamon from Ceylon averaged about 500,000 lbs. per annum. The competition of Java reduced this amount in 1842 to 121,000 lbs., but soon after, the abolition of export duties in Ceylon brought about an enormously increased output and a consequent fall in price, followed by a return for some years to the 500,000 lbs. average. The export of chips for distillation in Europe brought the amount up to 800,000 lbs. by 1867 and to nearly 3,000,000 lbs. in 1868-9.

During the succeeding quarter of a century, the amount fluctuated, mainly on account of the low quality of the bulk of the chips exported. From 1895, exports continued to increase, reaching a figure of 6,500,000 lbs. in 1909. The average annual exports for the five decades of the present century and for the years 1951-54 show that trade declined to some extent between 1900 and 1930 but has since increased to a still higher level.

In 1919, exports reached the record quantity of 69,648 cwt., but during the next 20 years varied generally between 40,000 and 50,000 cwt. In 1944, however, exports amounted to 70,974 cwt. and to 72,636 cwt. in 1946; these figures were closely approached in 1949 and 1950 when 68,474 cwt. and 68,130 cwt. respectively were exported.

Prior to 1914, Germany was, as a rule, the largest buyer of both quills and chips. In 1920, Germany again became an important purchaser, but in that year the United States was the chief buyer of quills. Since then, the Latin American states have become the most important outlet for the quills, taking up more than half of Ceylon's total exports, Mexico alone purchasing about one-third.

Character and composition of cinnamon oils

C. zeylanicum bark oil

Cinnamon bark oil of commerce is derived principally from the trimmings or "chips" of *C. zeylanicum* produced in the preparation of the "quills," and also from bark of inferior quality. The yield of oil is reported by Priest (14) to be from 0.5% to 2.0%, but this probably refers to oils distilled in Australia and other countries, where modern, efficient stills are used. Guenther (15) states that the yield obtained by Cingalese distillers is only about 0.2%. The yield and the properties of the oil vary according to the nature and condition of the chips and the method of distillation.

The oil is pale yellow in color, possessing the delicate aroma of Ceylon cinnamon, and has a sweet and pungent taste. Its principal constituent is cinnamic aldehyde, but it contains a number of other substances which are responsible for the peculiarly delicate aroma of the oil. These include phenols (mainly or entirely eugenol) and small amounts of aldehydes, ketones, alcohols, esters and terpenes. The eugenol is usually present to the extent of from 5% to 18%, though Guenther (16) has recorded instances of genuine oils containing 34% and 38%.

English distilled oils, though often more fragrant, generally possess a lower specific gravity, and a lower aldehyde content than oils distilled on the Continent or in the United States; they contain (17) about 60% of cinnamic aldehyde and about 10% of eugenol.

C. zeylanicum leaf oil

The oil distilled from the leaves of the cinnamon tree differs from the bark oil in that it contains eugenol as its main constituent, while cinnamic aldehyde is present only in small quantities, usually under 3%.

Ceylon cinnamon leaf oil, as previously stated, is distilled from the leaves trimmed off the shoots cut for bark production; they are dried for three days before distillation, to economize on fuel. The primitive stills used by the Cingalese cinnamon growers (18) are large wooden vessels

capable of holding a charge of about 4 cwt. of leaves. The leaves are distilled with steam generated in a separate direct-fired still. The yield amounts to 0.5% to 0.7%, though Gildemeister and Hoffmann (19) report a yield of 1.8% for Ceylon cinnamon leaves distilled in Germany.

Two types of oil are produced; in the Negombo area, north of Colombo, where the finest quills are produced, the oil is characterized by a rather low eugenol content, viz., 60% to 65%, but in the Ambalangoda and Matara districts, in the extreme south, the oil contains 75% to 80% and more. The difference may be due to varying soil conditions or, more likely, to the fact that the Negombo producers distill for only seven hours, while in the south distillation is prolonged up to about 20 hours.

Ceylon cinnamon leaf oil has not been examined in any detail since the beginning of the century, when the presence of cinnamic aldehyde, benzaldehyde, linalol, safrole and unidentified terpenes had been recognized in the non-eugenol part of the oil. Glichitch, however, carried out a considerable amount of work on a cinnamon leaf oil from Madagascar, and summarized his results in 1924 (22). The oil contained only 50% of free eugenol, the remainder including 27% of benzoyl benzoate, 1% of combined eugenol (probably acetoeugenol), 7% of cinnamyl alcohol (free and combined), 2% of other alcohols (probably phenylpropyl alcohol), 0.2% of cinnamic aldehyde and a trace of benzaldehyde, 0.5% of safrole, 1.5% of terpenes, (α -pinene, β -phellandrene and dipentene), 1% of terpene alcohols (linalol, geraniol, borneol and α -terpineol), 6% of α - and β -caryophyllene and small quantities of piperitone and sesquiterpene alcohols (combanol, foliol and cinnamonol).

The Negombo oils are exported mainly to Malaya and the Far East, where they are used for flavoring purposes, or are blended with oils of higher eugenol content. The latter are used principally in Europe and the United States for the extraction of eugenol.

C. zeylanicum root-bark oil

The bark of the root of the Ceylon cinnamon bush furnishes on distillation an oil which differs in composition from both the oil from the stem bark, and that from the leaf. It is a colorless liquid containing only a small amount of cinnamic aldehyde or none at all; it possesses a strong odor of camphor, which is the main constituent, crystallizing out on standing. Pilgrim (23) reported the properties of a freshly distilled oil to be: specific gravity at 15°/15°C., 0.99366; optical rotation, +50.2° (20 mm. tube); the con-

stituents of the oil were. pinene, dipentene, phellandrene, cineol, camphor, eugenol, safrole, caryophyllene and borneol. Cinnamon root-bark oil is not an article of commerce.

REFERENCES

- (14) Priest, C. S., *Aust. J. Pharm.*, 1945, 26, 15.
- (15) Guenther, E., "The Essential Oils," Vol. IV, 223.
- (16) Guenther, E., *op. cit.*, 224.
- (17) *British Pharmaceutical Codex*, 1954, 194.
- (18) Guenther, E., *op. cit.*, 229.
- (19) Gildemeister und Hoffmann, "Die Ätherische Öle," 3rd Ed., Vol. II, 619.
- (20) Gildemeister und Hoffmann, *op. cit.*, 620.
- (21) Guenther, E., *op. cit.*, p. 231.
- (22) Glichitch, L. S., *Parfums de Fr.*, 1924, No. 14, 66.
- (23) Pilgrim, A. A. L., *Pharm. Weekbl.*, 1909, 46, 50.

how buying committees work

(Continued from page 185)

product only because they did not have all of the facts.

In considering your product, a committee taste-tests it, compares its quality, color, appetite appeal, consistency, etc., side by side with competitive products. It also gets reports on its actual use-test, from the company home economists who prepare it according to the directions on the package to determine its convenience, ease-of-use and finished quality.

A vote is then taken, in a democratic process, and if the majority approves, your product is bought.

There's nothing mysterious about that.

On some products, the majority did not approve, but because of the buyer's expressed faith in it, the committee agreed to test it in a limited number of stores.

There seems to be a growing trend among committees to let your product prove itself at the point-of-sale whenever there is not a clear majority opinion.

Some companies have designated a test-store group where product test are regularly conducted. In other companies, the buying committees select the stores at the time they agree on the test.

Of the 220 products bought by the committees I met with, 29—or 13.2%—were bought on such a test basis.

Many buyers told me that your representatives think they are making a good sales call when they "simply hand me an expensive brochure crammed with ad schedules and proofs of product ads."

This being so, your representatives are no less efficient

(Continued on page 194)

VANILLA BEANS



ZINK & TRIEST CO.

15 Lombard Street

PHILADELPHIA PA.

ZIMCO ® THE ORIGINAL LIGNIN

VANILLIN U.S.A.

A FINER VANILLIN OF EXQUISITE AROMA

Zimco is a natural source vanillin originated and manufactured in the United States

Consult your flavor supplier

Sterwin Chemicals Inc.

SUBSIDIARY OF STERLING DRUG INC.

1450 BROADWAY, NEW YORK 18, N.Y.

2020 Greenwood Avenue, Evanston, ILL.

Branch Offices and Warehouses in Leading Cities

WORLD'S LARGEST SUPPLIERS OF VANILLIN

vanilla in the Comoros

By DR. ERNEST GUENTHER, Vice President and Technical Director
Fritsche Brothers, Inc.

This report is one of a fascinating series written by Dr. Guenther while on an extensive tour of the essential oil producing regions of Africa. Copyrighted by Fritsche Brothers, Inc., the report is reprinted here by special arrangement with that company.

In recent years, production of vanilla beans in the Comoro Islands has declined substantially. It amounts roughly to only 50 or 60 metric tons annually, divided as follows:

Grande Comoro Island—50-60 metric tons.

Island of Anjouan—5-6 metric tons.

Islands of Moheli and Mayotte—1 metric ton.

This figure is perhaps one-seventh of the Madagascar total (350-400 metric tons per year), and the approximate equal of the Réunion Island total.

In the Comoros, the growing of the beans has become a "cottage"—if not actually a "family" industry. The years of extensive plantations and high yields have passed. Now there are multitudes of small growers, who produce from two to five—and even up to 200—kilograms of green beans annually. (A grower producing as much as 150 or 200 kilograms is considered a large operator, at least in Anjouan.) No large plantations operated by white growers are left, although there are a few experimental or pilot plantings.

However, the *curing* of the beans for market is still carried out by white operators, usually in collaboration with exporters. The latter advance capital to the curers; then the two parties divide the finished beans on a 50-50 basis. The curer often sells his beans to the exporter. This system seems to have worked quite satisfactorily for many years.

A vanilla stock requires three years to reach full productivity, after which it lasts for only three or four years. Vanilla exhausts the soil, and fields on which it is grown should be rotated. Since this is not always done in the Comoros, yields have declined.

The yield of green beans from the vanilla plant varies widely; it may run from 100 to 1,000 grams. However, a yield of 1,000 grams is now considered exceptional in the Comoros; the usual figure is only 100 grams. Since there are about 5,000 plants to one hectare, one hectare produces about 500 kilograms of green beans. (From 450 to 500 kilograms of green beans are required to produce 100 kilograms of cured beans, ready for the market.)

By way of comparison, it may be noted that on Madagascar yields are considerably higher. Bouriquet, in his authoritative work, "Le Vanillier et la Vanille" (Paris, 1954), mentions as the highest yield ever observed that obtained in Ankaibe (west of Antalaha), where 5,000 plants produced one metric ton of cured beans. In this plantation, plants were widely spaced (i.e. two meters by four). In Madagascar, also, the yield is very variable, depending on the condition of the plantation, region of production, etc. In general, 20,000 to 25,000 vanilla plants, grown on four



Sorting vanilla beans at Anjouan, Comoro Islands.

to five hectares, yield about one ton of cured vanilla beans. In Madagascar a vanilla plant reaches its greatest productivity in the fifth year. Plantations of 12 and even 20 years do exist, but most plantations in recent years have been declining much too early.

The preparation (curing) of the beans consists of eight steps:

1. *First assorting.* The beans are separated into several grades: (a) long, prime beans; (b) short, lean beans; (c) split beans; (d) insufficiently ripe beans.

2. *Dipping of the green beans into hot water—"ébonil-lantage."* The green beans, packed in wicker baskets, are dipped into hot water (60-65° C.) for one to three minutes; the length of dipping depends on the individual operator. The beans are then removed and placed in wooden cases, holding 300-700 kilograms. The cases are lined inside with five or six blankets, made of cotton and wool. In these insulated boxes the beans are left to "sweat" overnight. During this process the beans turn slightly brown, and a light fermentation takes place. (Beans that do not turn brown are removed from the sweating boxes and placed into hot water again; their quantity does not usually exceed one or two per cent.)

3. *Drying in the sun.* The brown beans are laid on trays and exposed to the sun; but they are wrapped up, covered by one blanket. In the evening of the same day, this blanket is rolled up to one side, so that the beans are exposed to the air. The bean-trays are then placed in sheds. (Some operators prefer to put the beans back into boxes and let them stand overnight.) This stage of drying is repeated for five or six days.

4. *Drying.* The beans are removed from the blankets altogether, and are placed on wooden trays, which are then stacked one above the other, with plenty of space between,

so that air circulates freely. In this condition the beans are left in the shed for about one month. In the beginning of this period, the beans—every one of them—are checked for moisture by the operator every third day; by the end of the month he touches them daily, to see whether they are sufficiently dry. Moisture content should be 25-26%. Dry beans are placed in wooden boxes.

5. *Control.* Well-dried beans are placed in boxes of about 100 kg. capacity; then, every five or six days, they are checked to be sure they have not turned moldy. This step occupies about three weeks.

6. *Assortment according to quality.* The beans are assorted by hand into four qualities: (a) first quality, "without scars, and of good color;" (b) second quality, "slightly scarred and with a few small red threads;" (c) third quality, "large scars; red vanilla;" (d) fourth quality, "inferior beans, very dry, of poor appearance, having cuts, etc." (this is the quality most suited to extraction purposes).

7. *Measurement.* The beans are assorted by length, measurement being by half-centimeters, from ten centimeters (small size) to 23 and 23½ centimeters. "Cuts" are beans which are either broken, or less than ten centimeters in length.

8. *Packing.* About 100 beans are bundled into one package. A linen string is tied around the middle of the bundle, and a string of raffia is tied around each end. After two weeks the raffia strings are cut off, and only the middle linen cord is left. From then on the bundles are inspected every two weeks, for a period of about two months. This, again, is to insure that the beans do not turn moldy.

Very good shipment

A very good shipment of product (such as is usually exported to Central Europe) contains: 25% first quality beans (16 centimeters long); 25% second quality; 25% third quality; balance, "cuts," etc.

A commercial shipment (such as is usually exported to Europe and also to the United States) contains approximately the following:

- 30% Second quality
- 30% Third quality and second quality split
- 30% Inferiors and third quality split
- 10% Fourth quality, splits and wracks.

The United States often purchases the following qualities:

- 50% Third quality
- 50% Inferiors and cuts.

An importer can also buy cuts alone, generally at prices substantially below those quoted for better grades. These cuts are sold mostly for purposes of extraction.

how buying committees work

(Continued from page 192)

or inadequate in selling your product at the buying level than is your advertising.

Here, for example, is how two identical-type products . . . let's call them "A" and "B" . . . were presented to and considered by one committee.

The buyer did a darn good job in first presenting "A", a new product of a nationally known manufacturer, and noted that an impressive advertising campaign had been scheduled to introduce "A".

The buyer then called the committee's attention to "B", the unadvertised product of a lesser known manufacturer which has been on the market for some time, but never handled by this chain.

The committee examined and sampled "A" and "B", agreed that each was a good product, but believed that "B" was better tasting, better wrapped to maintain freshness, and its label more firmly affixed so, unlike "A", it would readily lend itself to a dump display.

"B" won decision

Everything else being equal, and since it could not see the need for carrying both items, the committee bought "B".

What about the impressive ad campaign behind "A"? The committee didn't ignore it. It expressed confidence that "A's" advertising would be just as effective in stimulating good sales for "B". Customer interest in this type product, created by "A's" ads, would be satisfied by "B".

You may not agree with the committee's decision, but it seems to me you, and particularly your advertising agents, must give serious consideration to its implication and significance.

In the 12 committee meetings, at which 496 products were considered, there were references to—or questions about—the advertising support of only 44 products, less than 10%.

Proofs of your product advertising were shown in but four of the 12 meetings . . . a grand total of exactly eight proofs in the four meetings.

I mentioned earlier that only five of the 12 chains use product information forms. Four of these five companies request information about your product ad plans on their form. The other completely ignores the subject.

By actual count, product advertising campaigns were primarily responsible for favorable decisions on only 17 products.

Here's another example of where advertising . . . or the presentation of it . . . did not help the sale.

Established 1885

B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

241 California Street

San Francisco 11, Calif.

VANILLA BEANS

Over a Century of Service

THURSTON & BRAIDIC

286 Spring St.

New York N. Y.

San Francisco Samplings

By MARK HALL

■ ■ The Mexico City Agreement is succeeding as of now, and the producing countries can pride themselves on their ability to act in unity. Prices are strong for nearbys and futures. Everything looks rosy, but the shipping lines to the Coast ports report that while cargoes for November and December were high, those for January and later are below normal. A situation like that casts a shadow over the future.

Offerings of Centrals are said to be scarce here. Prices for which Centrals are selling are attractive in relation to Brazils. Good washed Nicaraguans and prime washed Guatemalans are selling on a par with Santos 4's. Prices for actuals are below futures quotations. Africans are strengthening in price. The Indonesian situation is affecting the prices of Africans upward.

Business for roasters in the region has been good. With the price situation for green coffee as it is and doubtful, how long can roasters maintain their present prices? Were they too soon in their last reductions? It costs them money to raise prices because of their guarantees. At least wish them a Happy New Year.

■ ■ The San Francisco Coffee Club's Christmas Party, or if you want to play up an old superstition, "The Bad Luck Party," was held on Friday, the 13th of December. Of course, it was Friday the 13th for the golfers who did not win any prizes, or for those who did not pick the right number for a door prize.

Actually one can have fun losing, so the only real bad luck was had by the leader of the barbership quartet who came down with Asiatic flu and could not appear. No doubt the boys supplied their own music, or more properly their own noise, for that is the way things generally turn out.

The party was held at the Peninsula Golf and Country Club. Ed Manning was winner of the low gross, with a score of 79. Low net was won by Weldon Emigh, with a 71, and Pat

Pattinson, with 74. Nikleman won the blind bogie with 53 net.

All winners received handsome prizes. The club was generous with door prizes also, about one out of five of those attending was lucky. As to the weather, while it looked threatening, it did not rain.

Tom Barrett was chairman and Neal Hopping cochairman. Other members of the committee were Phil Hoffman, Warren Kludt, Donald Duncan and Larry Proud. Elections were held, with the retirement of President Bob Manning. Jack Schimelpfenig was elected the new president; Bob England was named secretary and treasurer.

■ ■ The annual Christmas party of the Western States Tea Association was held December 19th and wound up the year's social side of that very active body. Gino's was the place, with the same pretty accordion player entertaining the boys with songs ranging from Christmas carols to "Home on the Range."

The accumulated drawing of \$19.65, to which Ed Spillane very generously added 35 cents to make an even \$20.00, was won by the tea man emeritus, John Seigfried.

Everybody received a Christmas present, more suitable in most cases to the youngest members of their families.

Among the guests were two tall and affable gentlemen, Harold and Tom Pauli; Dave Roberts, looking hale and hearty, now retired from Lipton's after 40 years service with that firm; Peter Ananda, of the Indonesian Consulate, who was optimistic in the face of the birth pains of his country; H. J. Menron and H. W. Gerritz, of the U. S. Food and Drug Administration, who inspects tea, but found none of it at the luncheon; and Steve Hall of Isbrandtsen, who was making hay in the absence of Werner Lewald.

■ ■ Bill Hughes recently returned from a trip to Central America, where he visited Guatemala, Nicaragua, Mexico and El Salvador. He found that because of allocated quota restrictions under the Mexico City Agreement, the coffee situation is tight. Apparently there is all-out support of the program. Crops are not quite as plentiful as last season, but are in satisfactory quantities.

■ ■ It is reported that Carrol Wilson was ill last month and is now on the mend.

■ ■ The Borneo Sumatra Trading Co. is closing its San Francisco office, giving up its coffee and other operations, with the exception of one man to carry on the dried fruit buying. Indonesian troubles of the Dutch is said to be responsible for the move.

■ ■ Leo Cavasso, Jr., is now with Bunge Coffee, Inc. He was formerly with the Borneo Sumatra Trading Co.

■ ■ Everybody knows that Ernie Shaw has been traveling in Africa. It is a good bet that on his trip he sipped coffee with the Emperor of Ethiopia.

■ ■ Norman Johnson, as of this writing, was still in Brazil. Time will tell whether he comes back for Christmas. That's the information this December 15th.

■ ■ Four Folger's coffee salesmen won a "Caribbean Holiday" trip for selling the most coffee in their particular districts. They are Paul Bong, northern California; Jack Smith, southern part of the state; Morey Kane, Arizona and Intermountain; and Chuck Mercer, the Northwest.

Southern California

By VICTOR CAIN

■ ■ Mr. and Mrs. Charles E. Mack, of the E. B. Ackerman Co., Inc., recently returned from a month's sojourn on the family plantation in Guatemala. Charlie related the fact that they had experienced extremely bad weather for a short period, and that due to the heavy winds and rain (which were near hurricane force) many plantation owners lost what coffee remained on the trees to be picked. There was also the fact that the crop for the following year, 1958/59, would undoubtedly be damaged. How severe this loss would be will not be known for some time.

■ ■ The Los Angeles Coffee Club held its annual Christmas party at the Fox Hills Golf Club. The party was a fine and very well attended affair, due to the diligent organizational work of its president, Don Harvie, of Hard & Rand, Inc.

The day started off with golf for all those who wished to play, followed by an excellent dinner and many beautiful door prizes. In the course of the evening, Don Harvie announced that the succeeding

(Continued on page 198)

WELDON H. EMIGH CO., INC.

BRAZILS — MILDS

150 California St., San Francisco 11

FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street

San Francisco

DOuglas 2-1474

E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

New York News

■ ■ Manuel Mejia, Colombia's "Mr. Coffee", was doubly honored last month.

On Monday, December 16th, a new motorship in the fleet of the Flota Mercante Grancolombiana, S. A., was christened and its maiden voyage marked with a celebration.

The new ship is called the *Manuel Mejia*. (For details on the new ship, see Page 174 of this issue of COFFEE & TEA INDUSTRIES.)

The next day Mr. Mejia, who is ambassador designate from Colombia to Brazil as well as general manager of the National Federation of Coffee Growers of Colombia, was honored at a luncheon at the Waldorf-Astoria.

The luncheon was co-sponsored by many groups, including the National Coffee Association.

Other sponsors were the Colombian-American Chamber of Commerce, the International Section of the New York Board of Trade, the Port of New York Authority and many banks.

■ ■ The annual election of officers and directors of the Eppens, Smith Co., Inc., Secaucus, N. J., packers of Holland House Coffee and Tea and many private brands, was held at the regular year-end stockholders meeting of the company.

Frank Hodson was elected president; Victor Hugo, Jr., vice president in charge of sales; Fred M. Bade vice president in charge of coffee purchasing; Edward Fletcher, secretary-treasurer.

Henry Fischer, F. Harry Otto, John G. Meister and Marvel Platoff were named additional directors.

■ ■ For the fifth year, Martinson's Coffee, Inc., sponsored free coffee bars for tired drivers on Christmas and New Year's Eve.

Police departments in more than 70 cities in New York, New Jersey, Connecticut, Massachusetts and Rhode Island participated by setting up the coffee bars in local police stations.

Volunteers from the police forces and from community organizations operated the free coffee centers through the night and the early morning on both holidays.

The free coffee bars have become an annual safety event since it was conceived

in 1953 by the company as part of its community relations program.

It was inaugurated originally as a one-time project to demonstrate the value of a cup of hot coffee to fatigued drivers. Police departments in the Northeast urged Martinson to make the event annual.

The Martinson program has been praised by police officials, civic organizations and safety groups. Last year Martinson's was awarded the 1956 National Safety Council Public Interest Award. The program also received the endorsement of the New York and New Jersey Safety Councils.

In operating the program, Martinson's supplies the police departments with large quantities of Jomar Instant Coffee, coffee-making equipment and large directional road signs which local police post on major thoroughfares to point the way to the coffee bars.

The Lily Tulip Paper Cup Co. donates China Cote Cups, and the American Sugar Refining Co. supplies Domino Sugar.

■ ■ Andres Uribe found out last month what it was like to be the father of the bride.

His daughter, Maria Uribe Crane, was married to Dr. Alberto Salgar Aya, a doctor of medicine educated in Colombia.

The wedding took place at St. Patrick's Cathedral, with the Most Reverend James H. Griffiths, Auxiliary Bishop of New York, performing the ceremony and celebrating the Mass.

After a reception at the home of Mr. and Mrs. Uribe, the newlyweds left for a honeymoon in Mexico.

■ ■ Mrs. Rita Durniak has joined the office staff of the National Coffee Association, as assistant to the public relations director, Joseph F. Drury, Jr.

Mrs. Durniak was formerly publicity director for UPA Pictures, Inc., and for the Terrytoons Division of the CBS Television Network.

At NCA, Mrs. Durniak succeeds Mrs. Jacqueline Loughie Burke, who is retiring.

■ ■ Al Galindo and Adam Rymshaw have joined to form Galindo, Rymshaw Co., Inc.

Both men are well-known on the Street, having had extensive coffee backgrounds.

The new firm will act as sales representatives and agents in the United States and Canada for reputable coffee exporters in all the mild coffee producing countries.

Anthony B. McLean will also be associated with the firm.

■ ■ G. A. Braunling, for many years a coffee and tea broker, died last month about a week after suffering a stroke at his office at 106 Water Street.

Mr. Braunling passed away at the Beekman-Downtown Hospital.

Friends and acquaintances in the coffee and tea fields are extending their condolences to Mrs. Braunling.

■ ■ There have been several personnel shifts at Ufinindo International Corp.

Paul Dupin de Saint-Cyr moved up to the presidency; Daniel Monick has assumed the vice presidency and Pat Chadwick now heads up the green coffee department.

Ufinindo is active in African coffees, spices, essential oils and many other commodities.

■ ■ G. M. Saks, Inc., has been elected to membership in the Green Coffee Association of New York City, Inc.

The firm will specialize in the sale of African coffees, acting as the exclusive agent for a number of leading African and European shippers and producers.

George M. Saks, who heads the firm, has been in the coffee business since 1933, when he opened his own roasting plant in Belgium. After the war, the plant became one of the largest in Belgium, and Mr. Saks sold his interest in 1949, to come to the United States. His family also had interests in roasting plants in France, but have since sold them.

During World War II, Mr. Saks represented the Belgian Congo Robusta and Arabica government sales organizations in the U. S., as well as private interests.

From 1943 to 1950, he was assistant vice president of the Bunge Corp., and later organized the coffee department at Import-Export Industries, Inc.

In addition to representing coffee producers and shippers, Mr. Saks has been appointed sole agent in the U. S. and Canada for Congo tea, which is produced by the Belgian Congo Tea Growers Cooperative Association.

A. L. RANSOHOFF Co., Inc.

Coffee

NEW YORK

Cable Address
"RANWILLIO"

108 Front Street

BOWling Green 9-0189

JAMES A. ALEXANDER

COFFEE BROKER

90 FRONT STREET NEW YORK 5, N. Y.

Cable Address
GALICAFE

BOWling Green 9-0417

A. GALINDO & CO., INC.

**Selling Agents for Colombians, Mexicans,
Centrals, Cubans and all African growths.**

135 FRONT STREET NEW YORK 5, N. Y.

Get your **COLOMBIANS**

via

BALZACBRO

Shortest Route from Growers

Balzac Bros. & Company, Inc.

Wm. Hosmer Bennett & Son

Coffee Agents and Brokers

100 Front St.
"Laticlave"

NEW YORK, 5

GEORGE P. BOTT & CO.

COFFEE BROKERS AND AGENTS

Representing Shippers in

SANTOS — RIO DE JANEIRO — PARANA

Members & Graders

New York Coffee & Sugar Exchange, Inc.

Green Coffee Association of New York City

120 Wall Street

New York 5, N. Y.

S. A. GLASBERG CO.

ABYSSINIANS — ANGOLAS — BELGIAN CONGOS
IVORY COAST — MADAGASCARS — UGANDAS

Cables: Cafruki, New York

25 Broad Street

New York 4, N. Y.

W. H. LEE COMPANY

COFFEE

COMMISSION

BROKERAGE

Cable Address
"WILEECOM"

NEW YORK 101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

Edward P. McCauley & Co.

COFFEE

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

JAMES W. PHYFE & CO., INC.

Coffee Brokers and Agents

Representing leading shippers of
Africans—Ethiopians—Belgian Congos

98 Front St., New York 5, N. Y.

Cable Address: Phyfe, N. Y.

REAMER, TURNER & CO.

COFFEE

Brokers and Import Agents

"RETURN"
104 FRONT ST.

NEW YORK

Reaud-Geek Corporation
Mexican—Santo Domingo—Ecuador
Guatemalan—Venezuelan
Cuban—Africa
Coffees

59 PEARL STREET

NEW YORK

ERNEST SINGHOFEN & Co., Inc.

Coffee

NEW YORK

TEL: WHITEHALL 4-8182

109 FRONT STREET

**UFININDO INTERNATIONAL
CORPORATION**

82 Beaver St.

New York 5, N. Y.

Exclusive U. S. Agents for

ETS. JEAN ABILE-GAL

Abidjan, Ivory Coast

African Coffees

WESSEL, DUVAL & CO., Inc.

Established 1825

EXPORT



IMPORT

Coffee and Cocoa

CABLE ADDRESS

HEMENWAY, NEW YORK

67 BROAD STREET, NEW YORK 4, N.Y.

New Orleans Notes

By W. McKENNON

■ ■ Plans for the 13th Mississippi Valley World Trade Conference here in January were announced by C. C. Walther, chairman. Secretary of Treasury Robert C. Anderson is the keynote speaker.

Conference speakers include Henry Balgooyen, vice president of the American and Foreign Power Co.; Aldo Morante, commercial minister of Italy to the United States; Senator Albert Gore, member of the Joint Committee on Atomic Energy; J. C. Lessard, vice president of the St. Lawrence Seaway Authority; Solon B. Turman, president of Lykes Brothers Steamship Co. and American Maritime Shipping Man of the Year for 1957, and Congressman Hale Boggs.

■ ■ B. C. Graf, of C. E. Bickford & Co.'s offices here, has returned from a trip to New York.

■ ■ Mr. and Mrs. Larry Israel, of Santos, Brazil, have announced the arrival of a son, Larry, Jr.

■ ■ W. C. Englisbee, of Ruffner, McDowell & Burch, is back from a business trip to Chicago.

■ ■ Francisco De Sola, of De Sola y Hijos, has returned to San Salvador after a visit to San Francisco, Chicago and New Orleans, where he called on the trade.

■ ■ Edward Rosen, of Leon Israel and Bros., Inc., has returned to New Orleans after a business trip.

■ ■ David Kattan visited Guatemala briefly en route to Honduras on business.

■ ■ Mr. and Mrs. W. H. Kunz, of W. H. Kunz & Co., will spend the holidays in California. They will combine business and pleasure on the trip.

■ ■ The nominating committee of the Green Coffee Association of New Orleans has proposed for election for the coming year: John J. Cummings, Hanemann and Cummings, for president; George T. Gernon, Ruffner, McDowell & Burch, first vice president; Murray M. Squires, C. A. Mackey & Co., Louisiana, second vice president; James S. Levy, J. Aron & Co., third vice president.

Directors would be Albert Barrientos, Westfeldt Bros.; Thomas Buckley, Buckley & Forstall; C. H. D'Antonio, C. H. D'Antonio & Co.; William H. Kunz, Wm. H. Kunz & Co.; H. Ashton Lafaye, of Lafaye & Arnaud; and Phil G. Ricks, of Adolph C. Ricks & Co.

The following directors are already on the board for 1958: Earl P. Bartlett, Sr., American Coffee Co.; Louis J.

Castaing, Leon Israel & Bros., Inc.; Herbert R. Graf, C. E. Bickford & Co.; Ralph C. Richards, Otis McAllister; Kent Satterlee, Bright & Co.; Fred R. White, Stewart Carnal & Co., Ltd.

In accordance with the charter, Austin O'Brien, retiring president, continues to serve on the board as a director until such time as his successor ceases to be president.

Chicago

By HARRY T. LANE

■ ■ At the annual stag dinner of the Chicago Coffee Club it was announced that the following officers were reelected for the 1958 term:

Donald R. Stewart, president; Robert W. Swanson, executive vice president; Alex McNaughton, vice president; Mason O. Tilden, treasurer; Karl B. Strom, secretary.

The following directors were also named: George W. Kasper, Jr., chairman, E. A. Christensen, W. C. Becker, Daniel F. Lyons, Walter Katzoff, S. J. Austin, Robert Richheimer, C. J. Seng, Thomas W. Sexton, Thomas W. Hellyer, Jr.

About 75 members attended the dinner at the Sky-Club, and the usual atmosphere of good fellowship was very evident.

■ ■ Ed Sieling of Sieling Urn Bag, announced that his son, Ronald, has returned from service and joined the firm as vice president and plant manager.

■ ■ The Importers Association held their annual cocktail party and dinner at the Traffic Club in the Palmer House. Many of the members of the industry in Chicago attended and enjoyed a pleasant evening.

■ ■ Superior Tea and Coffee Co. has promoted Jack Reitz to their Dayton, Ohio, Old Reliable division. He will act as state supervisor under the direction of D. Bernstein.

Carl Cohn, of Superior, states that the 25¢ miniature can premium with each pound of coffee has met with tremendous response. The offering has been made for 60 days commencing November 1st.

■ ■ A Junior Achievement company called Tea-Nettes is being sponsored by John Sexton & Co., with Stan Pritchard acting in an advisory capacity. The project utilizes tea bags blended by Hellyer & Co.

Southern California

(Continued from page 195)

president for the forthcoming year was to be Duane Smith, assistant to George Smith, of the Smart & Final Iris Co., Los Angeles.

■ ■ Cedric Sheerer, of Ruffner, McDowell & Burch, San Francisco, recently came to Los Angeles to call on the coffee roasters. As good fortune would have it, Ced was here during the Los Angeles Coffee Club's Christmas party, and was able to enjoy a game of golf in the balmy Southern California sunshine.

■ ■ A small party of ski enthusiasts—consisting of Earl Lingle, of the Lingle Bros. Coffee Co., his son Ted, and George Koppel, of Koppel Bros.—were able to get away for a fine weekend of skiing in the Sierra Nevada Mountains. There had been heavy snow falls for several days prior to their leaving for Monmouth, which is considered one of the best ski resort areas in California, and the skiing was excellent.

■ ■ Harold Gavigan, of B. C. Ireland, Inc., San Francisco was recently in Los Angeles to call on the coffee trade.

■ ■ Bill Gloege, of Bunge Coffee, Inc., Los Angeles, has been having a very difficult siege of illness. Bill has had to undergo three operations, none of which was simple. However, it is with great pleasure we can now say Bill is definitely on the mend. He is expected to leave the hospital very soon, to return home to recuperate.

■ ■ Tom Halpin, of Certified Grocers of California, Ltd., is beaming all over these days. He announced that he is a grandfather for the third time. Mother, baby—and grandfather—are doing very well.

■ ■ Weldon H. Emigh, of the Weldon H. Emigh Co., Inc., San Francisco, recently came to Los Angeles to call on the local coffee roasters. Weldon was also able to get in a day of golf and dinner with the boys at the Los Angeles Coffee Club's Christmas party.

■ ■ Andrew S. Moseley, president of Breakfast Club Coffee, Inc., recently returned (looking quite tan) from several weeks of relaxation at his home in Palm Springs, Calif.

■ ■ Walter Dunn, manager of Otis McAllister's Los Angeles office, recently traveled to San Francisco for a conference with the officials at their home office. While there, Walter hoped to be able to attend the San Francisco Coffee Club's Christmas party.

■ ■ J. A. Folger & Co. is proud of its new Southern California plant, which was dedicated recently.

C. H. D'ANTONIO & CO.

Coffee

BROKERS • AGENTS
110 Board of Trade Building, New Orleans, La.

Equipment to buy?
Equipment to sell?

Let the classified column of COFFEE
AND TEA INDUSTRIES help you.



New industrial landmark in Los Angeles is 135,000 square foot plant of J. A. Folger & Co. It has a rated capacity of 36,000,000 pounds of vacuum-packed coffee annually. Folger's fifth plant, it is world's most highly automated.

In addition to the original headquarters-plant at 101 Howard Street in San Francisco, the Folger concern operates other processing plants in Portland, Oregon; Kansas City, Missouri; and Houston, Texas.

The new Los Angeles plant, located at 17600 South Santa Fe Avenue, in Los Angeles County adjacent to Long Beach and Compton, occupies 135,000 square feet of floor area and has a rated output capacity of 36,000,000 pounds of vacuum-packed coffee annually.

J. A. Folger, president of the firm, said that output from the new facility will serve growing Folger markets in Southern California, Arizona and Nevada.

The plant is so fully automated that it is unnecessary for the human hand to touch the coffee once it is unbagged and sent on its way to be roasted, blended, ground and vacuum-packed into one-pound and two-pound containers.

The plant's unique equipment includes a floor-level conveyor system, built by Food Machinery & Chemical Corp., which unloads a full 41,000-pound truckload of green coffee in one operation.

A normal working inventory of 20,000 bags of green coffee—enough to make 120,000,000 cups of coffee—was on hand as the plant formally opened.

Near huge blending-bins 26 feet high, bags full of green coffee poured through floor-level grills to be cleaned by air-jets and automatic screens.

The coffee then moves on automatic conveyors to the blending bins, which mechanically feed it in a constant stream into two giant Burns roasters, each handling 9,000 pounds an hour at 410 degrees F.

In the next processing stage, the roasted coffee beans flow to a battery of Gump grinders, each capable of granulating 4,000 pounds of coffee per hour.

Transfer of ground coffee from grinders to the adjacent area, where filling and closing occurs, is handled by automatic cup-conveyors, which keep the coffee moving steadily to temporary storage in overhead bins above the filling stations.

On three filling lines, a battery of automatic Parsons scales weigh out exact one-pound and two-pound units into cans

passing underneath the scales on belt conveyor lines. In unison, the scales measure out 360 units per minute.

Closure equipment installed in the filling room includes the largest vacuum-closing machines in the coffee industry. Each of these seven-ton machines, manufactured by the American Can Co., operates at 120 cans per minute, drawing an absolute vacuum in each can with the aid of Beach-Russ vacuum pumps.

After closure, the vacuum cans are detoured momentarily on a "safety loop" conveyor system, designed and manufactured by the Folger company in their San Francisco machine shops. This detour provides a time-lapse before automatic testing of each can on a rotary tester, prior to cartoning. Like all other major operations, cartoning is automatic and includes an electronic counter to maintain output records.

Folger's new plant includes the most advanced can-handling systems available in the packaging industry. In fact, the physical layout of the plant was expressly designed for such fast, efficient bulk-handling of containers, using the palletization system designed and engineered by the American Can Co.

One-pound lithographed cans arrive by truck, from Canco's plant in Vernon, assembled on pallets—1,152 cans to a pallet. Two-pound cans are palletized 672 to a pallet.

Unloading is facilitated by roller-conveyors extended into the trucks and leading into the plant to a point adjacent to two Canco depalletizers—high-speed machines which skim off each layer of palletized cans and automatically feed them singly into the plant's overhead conveyor system, at 840 per minute.

Bulk storage of cans, adjacent to the depalletizers, is handled by lift-truck stacking, to conserve warehouse space. This compact vertical storage feature, plus elimination of damage to can-rims and lithography, is a major advantage of the bulk-handling system.

Filled cartons arriving in the finished product warehouse area on belt-conveyors are carried without pause to input posi-

tions on top of two Beacon pallet-loading machines.

Each pallet-loader handles 20 cartons per minute and, without human assistance, stacks them on wooden pallets. As the pallets are loaded, the machines lower them gradually until, as the topmost layer of cases is added, the Beacon equipment automatically ejects the complete pallet load onto roller conveyors at floor-level where light lift-trucks can remove the load and transfer it to the plant's inventory area.

Folger officials emphasize that automation, as applied to warehousing activities, enables shipments of coffee to stores and other outlets to move at a fast pace, ensuring that Folger coffee offered to consumers is fresh off the production lines at the new Southern California plant.

Included in the plant structure is an extensive office area, which houses Folger's Southern California sales organization.

Office space for the plant manager is located adjacent to the roasting and vacuum-packing departments and includes three-way glass windows which permit a full view of activities under way in the principal processing areas.

Supervisory activities are speeded through use of novel three-wheel bicycles which enable staff members to traverse the plant's 135,000 square feet of floor area with minimum time-loss and expenditure of physical energy.

The new processing facility is situated on ten acres of land. The building was designed and engineered by Quinton Engineers, Ltd., Los Angeles. Construction was directed by Has-Haynie-Frandsen, Inc., general contractors.

The floor is poured concrete slab. Walls are constructed of tilt-up concrete panels. Structural steel supports the flat gypsum concrete roof. Exterior roof covering is tar and gravel.

The plant is serviced by the Southern Pacific Railroad. Incoming and outgoing trucks are serviced from two truck docks. A special parking area is provided for the plant's 50 employees.

premium merchandising

(Continued from page 108)

else; namely, that there is the right answer to any problem which deserves to be solved, and that you can find and develop that answer if you put in the necessary time and effort.

I realize only too well that what I have said here has been perhaps quite prosaic. I realize only too well that I haven't given you any magic formula, even though I wish that were possible. I can only tell you that any principle which has been used consistently and with continually increased success over a period of 106 years presents something which merits your "sinking your teeth into", if you want to expand your sales and are willing to put forth the effort needed to accomplish this objective.

CLASSIFIED ADVERTISEMENTS

Rates: Single Column 1/2" \$3.50; 1" \$6.00
2" \$11.00; 3" \$15.00; 4" \$18.00
Situations Wanted: 5¢ per word. \$1 minimum.

SITUATION WANTED

Coffeeman, 19 years all phases of the coffee business, cup testing, green, roasted, and sales promotion, seeking position as green coffee buyer. Reply to Box 12 c/o Coffee & Tea Industries.

EQUIPMENT WANTED

3 Jabez Burns #12 coffee mills.
2 Jabez Burns #15 Compactor Mills.
Write Box 24 c/o Coffee and Tea Industries.

BETTER COFFEE

can be made in
Clean Equipment

Write for a sample package of

COFFEE URN CLEANER

WALTER R. HANSEN
P.O. Box 91, Elgin, Illinois

"THE BOOK OF SAUCES"

One of the most complete 1-volume collections ever devoted entirely to the art of preparing sauces. It treats this important subject in an interesting way. Also includes a short summary of many spices, herbs and flavorings. 128 pp., vest-pocket size.

only \$2.00

Coffee & Tea Industries

106 Water St. New York 5, N. Y.

Spices:

by JOS. K. JANK

Their Botanical Origin

Their Chemical Composition

Their Commercial Use

Price \$3.00

Write to The Spice Mill Book Department
106 Water Street New York 5, N. Y.

Learning the technique of coffee
roasting is easy with a copy of
The Coffee Man's Manual

\$2.50

Write to The Spice Mill
106 Water Street

Index to Advertisers

	Page		Page
Abidian Chamber of Commerce	14	Ireland, Inc., B. C.	107, 194
Alexander, James A.	196	Irwin-Harrisons-Whitney, Inc.	26
Aluminum Cooking Utensil Co., The	92	Israel & Bros., Leon	16
American Cable & Radio Corp.	156	Israel Commodity Co., A. C.	127
American Can Co.	7	Johnson & Co., E. A.	58, 195
American Coffee Corp.	60	Junta de Exportacao do Cafe Colonial	11
American Duplex Co.	164	Lafaye & Arnaud	123
American Factors Ltd.	186	Lara & Sons, Inc., Leonidas	66
American President Lines	28	Lasko Metal Products, Inc.	93
American Trust Co.	62	Lee Co., Wm. H.	197
Anderson, Clayton & Co.	142	Lena Corp., K. J.	91
Anell Trading Corp.	188	Lloyd Brasileiro	179
Araujo & Dieguez S. A.	158	Lopez & Mangual	160
Argentine State Line	182	Losce & Bunker, Inc.	136
Arnold, Dorr & Co.	132	M. J. B Co.	62
Aron & Co., Inc., J.	1	Mackey & Co., Inc., C. A.	56
Atlantic Coffee Bag Co., Inc.	186	Magdalinos, S. J.	136
Bache & Company	140	Manufacturers Trust Co.	10
Bilzac Bros. & Co., Inc.	197	Marcellino Martins Filho Exp. S. A.	133
Banco Cubana del Comercio	15	Markey & Sons, Inc.	160
Bank of America	17	Martinson & Co., Jos.	64
Belgian Line, Inc.	177	McCuley & Co., Edward P.	197
Bendiks, Inc., H.L.C.	158	McKie, J. H.	49
Bennett & Son, Wm. Hosmer	197	Mississippi Shipping Co.	170
Besse & Co., A.	84	Mooney & Son, H. Mills	162
Bickford & Co., C. E.	Cover	Moore-McCormack Lines	172
Bica Raton Club & Hotel	134	Mueller Trading Corp., The Ludwig	95
Borchsenius Co., Inc.	114	Myrialis, Papaphilippou Co., Ltd.	98
Bott & Co., George P.	197	National Federation Coffee Growers of Colombia	Cover
Brazilian Coffee Institute	4, 5	Nedlloyd Line	183
Bright & Company	123	Nestle Co., Inc., The	189
Brooklyn Line	184	Neugass & Co., Inc., L.	88
Brookhaven Trucking Co., Inc.	194	New Orleans Greetings	122
Bunge Coffee, Inc.	87	New York Greetings	70, 71, 72, 73
Burns & Sons, Inc., Jabez	33-40	Nopal Line	181
Byrne, Delay & Co.	80	Pan-American Coffee Bureau	47
Cambron Co., C. G.	107	Pellas Co., S. F.	95
Capt. Cook Coffee Co.	166	Phyfe & Co., Inc., James W.	146, 197
Carter, Macy Co., Inc.	20	Pingree Associates	92
Cecilware-Commodore Products Corp.	19	Ransohoff Co., Inc., A. L.	196
Champion & Co., L. A.	156	Reamer, Turner & Co.	197
Chase Manhattan Bank	45	Reaud-Geck Corp.	197
Chicago Greetings	140	Redies, Inc.	93
Christen, Heinrich	129	Royal Netherlands S.S. Co.	180
Classified Advertisements	200	Ruffner, McDowell & Burch, Inc.	8
Clauss Cutlery Co.	91	Salmanson & Co., Inc.	93
Coffee Instants, Inc.	18	San Francisco, Port of	60
Coffex A-G.	102	Schaefer Klausmann Co.	116
Comision Nacional del Cafe de Mexico	42	Schonbrunn & Co., S. A.	142
Com. Industrial y Comercial	94	Sewed Products Co.	78
Casa S. A.	82	Silex Co., Industrial Div.	9
Compania Salvadorena de Cafe	146	Singhofen & Co., Inc., Ernest	197
Comptoir de Vente des Cafes	118, 119	Skalny Basket Co., L.	94
Du Conpo (Cafecongo)	58	Soares Co., J. N.	104
Continental Can Co.	185	Societe Commerciale Anversoise & Societe Belge d'Extreme Orient Reunies	162
Continental Coffee Co.	185	Societe Generale	12
Cosmopolitan Shipping Co., Inc.	185	Societe Commerciale Interocanique	112
Daglio & Co.	148	Sol Cafe Manufacturing Corp.	30, Cover
D'Antonio & Co.	198	Stahl & Cia., Maximo, Sucrores	164
De Hone Goldschmidt Corp.	68	Standard Brands Inc.	132
Diebold-Hoff, W. E.	179	Standard Brands Inc., Import Div.	148
Dobbeleir Co.	146	Sterwin Chemicals	192
Dupuy Storage & Forwarding Corp.	162	Stewart, Carnal & Co., Ltd.	98
East Coast Coffee Corp.	54	Stockard S.S. Corp.	183
Eckert & Co., Inc., Thor	184	Stokes & Smith	13
Ehrhard & Co., F. W.	187	Stuart & Co., Walter D.	154
Elmira Greeting Card Co.	90	Taffae Co., Inc., Leon	121
Emigh Co., Inc., Weldon H.	195	Tea Pack Co.	115
Emmericher Maschinenfabrik	51	Tempo-Vane Mfg. Co.	6
Empresa Comercial do Ultramar, Ltd.	166	Tetley Tea Co., Inc.	25
Enright Brothers	64	Thomson Inc., Henry P.	22
Enrens, Smith Co., Inc.	Cover	Thurston & Braidich	194
Etablissements Jean Abile-Gal	160	Tiller & Co., Hill	112
Exp. de Cafe de Jalapa, S. A.	68	Torm Lines	178
Fairchild & Bolte	152	Transportadora Grancolombiana	183
Farrell Lines, Inc.	174	Truebner Voelbel Co.	134
Federacion Cafetalera de America	52	Turfait & Cia, S. A.	80
Fernandez, Justo F.	156	Ufinindo International Corp.	197
Fitzpatrick & Hoffman, Inc.	195	Ulphco, Inc.	66
Galindo & Co., Inc. A.	196	United Fruit Co.	181
General Foods Corp.	152	United States Navigation	182
Glasberg, S. A.	197	Universal Exportadora de Cafe, Ltd.	154
Grace Line	168	Vaccaro & Co., Felix J.	166
Grace & Co., W. R.	125	Voelbel Co., Inc., Gordon W.	189
Greene Trading Co., Inc.	164	Volkart Bros., Inc.	138
Gurules Lda., Ed.	187	Ward Garcia Corp.	179
Gulf & South American S.S. Co.	177	Weinman Bros., Inc.	197
Gump Co., B. F.	2, 3	Wessel, Duval & Co., Inc.	76
Hall & Loudon	26	West Bend Aluminum Co.	175
Hansen, Walter R.	200	West Coast Line, Inc.	107
Harrison Coffee Corp.	96	West Coast Greetings	106, 107
Hentz & Co., H.	86	Witter & Co., Dean	188
Hesser, Maschinenfabrik	108	Zink & Triest	192
Aktiengesellschaft, Fr.	101		
Heyman Process Corp.	101		
Holland Interamerica Line	176		

**PROFITS
FROM HIS...**

the
fondest
thing
a grocer is of!



SOL CAFÉ MANUFACTURING CORPORATION

180-04 BRINKERHOFF AVENUE, JAMAICA 33, NEW YORK

GREETINGS TO THE 1958 COFFEE CONVENTION



"THE BLEND'S THE THING"

... with Holland House Coffee (Regular and Instant) and Holland House Tea, exclusive products of the Eppens, Smith Company, Inc.

PRIVATE LABEL BLENDING

Eppens, Smith Co., Inc., offers a complete service: supplying green coffee, roasting and blending to your specifications, packing under your label ... including instant coffee. Samples of your coffee matched and prices quoted. Bulk Tea and Tea Bag Packing.

the modern
new home of

EPPENS, SMITH Company, Inc....

since 1855 Importers and Jobbers of a full line of green coffees, Roasters, Blenders, and Packers of highest quality coffee and tea

These modern facilities, conveniently located for highway and rail transportation, plus the Eppens, Smith Company's 102 years of experience, assure you the utmost in dependable service.

EPPENS, SMITH CO., INC.
520 Secaucus Rd. Secaucus, N. J.

Established
1855

UNion 5-0200
Longacre (N.Y.) 3-6264

Ted Seidel, Manager, Baltimore:
4033 West Rogers Ave.
E. Lee Foster, Manager, Boston:
156 State St.
Herbert Powers, Manager, Phila.:
53 S. Front St.
Buying Office, New York:
100 Front St.